

The **CHRISTIAN BROADCASTER**

VOL. VII, NO. 1
JANUARY - MARCH
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THE WORLD COMMITTEE FOR CHRISTIAN BROADCASTING

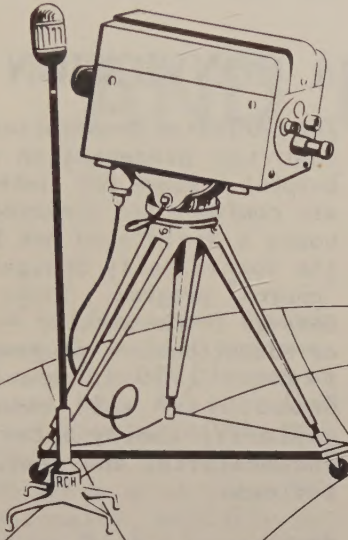
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A QUARTERLY PUBLICATION

OF

**THE WORLD COMMITTEE FOR
CHRISTIAN BROADCASTING**



EDITED BY:

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With a Look at EDUCATIONAL RADIO/TV

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A CONVICTION

The Christian Broadcaster believes sincerely that the presentation of a strengthening, helpful message for listeners of all ages who are confused and dismayed by the problems of today's world need not be confined only to the specifically designated "religious" or "church" program. There is a place for this message in the secular — strictly commercial or educational — program as well. For this reason, 1959 issues of *The Christian Broadcaster* will consider educational radio/TV, family entertainment programs, documentaries and similar feature presentations.

Emphasis of this first 1959 issue is on educational broadcasting. The cover photo (RNS) appeared last year in connection with comments on Boston University's WBUR-FM series on Dr. Albert Schweitzer, famous medical missionary of Africa. It indicates precisely what we mean when we suggest, "Even on secular programs you can 'say something worthwhile'; you can give listeners 'something to think about'."

A PERSONAL NOTE

We regret the delay in the completion of this first 1959 issue. We apologize! But it seems that "flu bugs" and similar uncomfortable interruptions are no respecters of editorial staffs.

A MEMO

We remind you that an asterisk above the title of any article or news item indicates that it was translated from the original German, as sent to us from the Bethel-Bielefeld office. Our New York translator is Miss Edith von Firks of RAVEMCCO (Radio, Visual Education and Mass Communication Committee of the National Council of Churches, U.S.A.)

In an Age of Confusion...

WHAT ABOUT TELEVISION? AND RADIO?

Walter B. Emery

The well-being of the human race depends to a large extent upon the mental and emotional maturity of its members and the way in which they relate themselves. All too often the human being does not grow out of his natural state of ignorance, self-centeredness and belligerency. He grows up in years but remains a child emotionally, mentally and spiritually. The result is that the nature of his relationships with others is shaped in terms of neurotic fears, prejudices, fanaticism, irrational hates and devotions. He tends to destroy rather than create; to hate rather than love; to fight instead of cooperating; and to work for social systems based on oppression and discrimination as against those based on liberty and equality.

It is regrettable that much of what we hear on television today does not help this situation. Read the words of one severe critic of mass media: "In contrast to the official pattern of the American dream, and its world peace and progress in which people get along with each other, the American day-dream (and nightmare) of the media of mass entertainment is acted out in a world in which human relations are opened and settled by daggers, whips, tommy guns or atomic exterminators," and follows a pattern often directed "toward destruction rather than creation, toward hate rather than love, toward aggression rather than understanding, toward death rather than life."

While I recognize that this represents an extreme point of view, it is not an inaccurate description of certain types of programming being featured by radio and television today.

A number of years ago I held a position in the Federal Communications Commission which gave me an opportunity to review the mail regarding radio and television programs which came to that agency from listeners. In one such complaint, signed by some two hundred members of a church in Illinois, concern was expressed regarding the "fantastic and gruesome mystery and murder presentations" on radio and television. They wrote as follows:

Consider the Harmful Potentials

As parents and workers with young people, we have been observing some of the harmful effects resulting from listening to these programs — such as nightmares, nervousness, appetite for more excitement, wrong attitude toward crime of all kinds, glamorizing criminals, etc. There are nights when the radio is full all evening with a constant succession of this type of program. Constant repetition of this kind is certain to have a detrimental effect on a considerable number of children. . . . The radio industry must realize and live up to its real responsibility to do all it can to uplift rather than demoralize the people of this nation, especially the youth, who will be the America of tomorrow.

This was written several years ago. What the mail to the FCC would show now I do not know. I do know, however, that there are many educational, cultural and religious groups which are presently concerned about

the central position that guns, daggers, violence and crime continue to hold in dramatic broadcasts.

I am aware of the differences of opinion held by the experts as to the effects of these programs on child behavior. I also know that there is very little, if any, reliable research which shows a positive correlation between this type of programming and the over-all rate of juvenile delinquency in the United States. There are some experts who contend that this type of programming is actually helpful, on the grounds that it provides vicarious experience and a release of tensions in neurotic children who otherwise might become involved in anti-social behavior.

Danger in Distorted Pictures

It is not my purpose to argue the point in this paper. We shall need to do more research and make more systematic inquiry before we can be sure of the facts. One thing of which we can be sure, however, is that an over-emphasis and exposure to this type of programming can give children as well as adults a distorted picture of life — an exaggerated idea of the importance of deadly weapons and brute force as against the importance of living and working together cooperatively and peacefully.

The greatest danger, as I see it, is not that individual programs in isolated instances may cause or precipitate criminal activity on the part of the young, bad as this may be, but that broadcasting stations will fail to give the millions of listeners adequate exposure to the creative and constructive elements in our Christian culture (our great music, art, literature, etc.) and fail to bring us important facts and pictures of God's immense, unimaginable and unfolding cosmos; deny us the knowledge we so desperately need to deal intelligently with international tensions and problems which threaten to destroy us; and open up new vistas of intellectual and spiritual adventure that can be more exciting than the experience we enjoy in the physical realm.

The Industry Is Alert to Problems

The broadcasting industry has officially indicated an awareness of this problem and is on record deploring programming that encourages and glorifies destructive elements in our society and has stated it is the responsibility of the broadcasting station to provide programs of a constructive character. The National Association of Broadcasters, representing a major portion of the broad-

casting industry, has adopted codes for radio and television stations, which stress that stations are "accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising...."

Individual programs of networks and stations often fall below this standard set by the industry. On the other hand, there are outstanding ones that fully comply with it and deserve the highest commendation. Such programs as *Omnibus*, *Small World*, *Voice of Firestone*, *John Hopkins File 7* — to mention only a few — are good quality programs which appeal to high intellectual and esthetic tastes and attract sizeable audiences. Programs for family viewing — such as *Father Knows Best*, *Person to Person* — are highly informative and at the same time have exceptional entertainment values. The early morning network feature *Continental Classroom* has been an outstanding success in the field of instruction by television. In the religious category, such programs as *Lamp Unto My Feet*, *Look Up and Live* and *Frontiers of Faith* have received wide-spread acclaim for their very high educational and inspirational quality. A number of the network shows bring daily and weekly accounts of important events happening throughout the world — dramatic and vivid news reports, both informative and entertaining.

The People Have a Responsibility

When radio and television programs fall below the standards set by those just mentioned, the tendency is to point the finger of criticism at the broadcasters. While, of course, they must share the responsibility, it is unfair and over-simplifies the problem to put all the blame on them for inferior program service. The fact is that networks and broadcasting stations look for the formula that will hold the attention of the greatest number of people, and to a large extent the average level of radio and television programs reflects our immature wants and interest quite as much as it fosters them.

If we are to have better programs, there must be organized and articulate demand from the public at large. Individuals and educational institutions, civic clubs, chambers of commerce, professional organizations, listener counsels and churches and other religious groups should speak out in behalf of better program fare. When enough people in enough places turn the dial or leave the receiver when subjected to stereotyped, un-

wholesome or indecent broadcasts, then improvement can be expected.

The Churches Must Express Themselves

In my opinion, churches and other religious groups have not been nearly as expressive and active along this line as they might be. If enough of them were to engage in constructive criticism and, in an organized and effective way, press their claims for programs that reflect the higher cultural values, then broadcasters and program producers would be more likely to give them the central position in the program schedules which they definitely deserve.

This concern for better programming also ought to reflect itself in more serious and critical self-study by the churches and other religious groups themselves, to determine whether the programs they are producing in the name of religion measure up to the highest standards. In my opinion, such a self-study and evaluation will reveal some attitudes, misconceptions and deficiencies which interfere with the development of effective religious broadcasting.

One problem is the attitude of very many people that any radio or television program is worthwhile if it carries the religious label; that if it is sponsored by a church or other religious body it has an unquestioned quality, validity and sanctity.

"It Ain't Necessarily So"

This is not necessarily so. Let me illustrate what I mean. A few years ago I was traveling in my car one Sunday morning in the northeastern part of the country and switched the dial of my radio from one station to another for a period of three hours, hearing parts of a dozen or more different programs and services. A few of them were carefully thought out and prepared and presented in an appealing and helpful way. One in particular impressed me. It involved a clergyman, psychiatrist, social worker, educator and business man discussing in an informal way how they and the professions they represented could work together to promote Christian values and serve the real needs of people in the community. They were assisted by a skillful moderator who sparked the discussion and stimulated the expression of a variety of viewpoints. The program seemed well designed to attract and hold the attention of a radio audience.

Yet, on the other hand, too many of the programs which poured forth from my receiver that morning were loud and noisy utterances

filled with platitudes and cliches that could offer little solace to disturbed and perplexed people and, in my opinion, could only disgust thinking persons concerned with the critical problems of this awesome, atomic age — wanting to do something intelligent and constructive to meet these problems. I might add that some of the ministry I heard that morning seemed more designed to promote narrow sectarianism than to spread the true Christian Gospel and serve the Brotherhood of Man.

Another barrier to successful religious broadcasting is the insistence on the part of some church leadership that programs be planned to promote denominationalism — to sell a particular creed to the community. While I don't mean to suggest that religious broadcasts should never be identified with a particular denomination, I must honestly confess that I am quite dubious about the propriety and effectiveness of using publicly owned radio channels to garner members for a particular sect.

Cooperation Is an Answer

I do see a very real value, however, in intelligent cooperation and pooling of resources by different churches to the end that high quality programming will be achieved — programming which attempts to help the individual whoever and wherever he may be, regardless of his faith — to help him obtain a better understanding of himself and his problems and the world in which he lives. This would be programming which promotes a general awareness of the values of our Christian culture — a climate of tolerance and receptivity for these values, without which most organized churches as we know them today could not survive.

One of the organizations at the national level now making valuable contributions along this line is the Broadcasting and Film Commission of the National Council of Churches of Christ. Made up of a large number of Protestant communions and working with a well-trained and competent staff, the Commission cooperates with the networks and individual stations in the production and presentation of high-quality programs which reach large audiences throughout the nation. Also, with facilities made possible through cooperative contributions from affiliated communions, the Commission and its staff is able to carry on critical studies, to evaluate the programs — to the end that maximum effectiveness may be achieved.

This same cooperative and critical approach is made by some state and local coun-

cils of churches. Generally speaking, local churches do not have adequate resources to engage the most competent staffs to prepare and present radio and television programs. They usually do not have the research facilities to evaluate what is being done over the broadcast media to determine whether religious programs are effective. When they are willing, however, to subordinate denominationalism and come together with a pooling of their resources for the attainment of basic Christian objectives to which all are committed, there is a combined strength which makes more effective programming possible. The result is that larger audiences are attracted, more of those who are antipathetic to the Christian Gospel are reached, and those who own and manage stations are more willing to make broadcasting time available.

If more religious groups at national, state and local levels were to follow this formula, I believe there would be many more opportunities for religious broadcasting and its general quality could be vastly improved. The industry, including educational broadcasters, would be more receptive to it, would show more interest in it and provide more time for it in their broadcast schedules.

Planning for Nation-wide Service

In September, 1948, the Federal Communications Commission imposed a freeze on all new television construction in order that a thorough study could be made of the then existing table of assignments and a more efficient plan for nation-wide service could be worked out. Long and exhaustive hearings were conducted by the Commission. A total of 838 colleges and universities (including church-related institutions, public, private and parochial schools, and public service

agencies of many kinds) submitted written statements urging the FCC to set aside television channels for the exclusive use of education. Numerous distinguished professors pointed out how television could be used to extend the services of educational institutions in the sciences, arts, humanities, vocational fields and related areas of learning. Mayors, parent-teacher groups, chambers of commerce, libraries, art associations, newspapers, civic groups, municipal boards, clergymen and religious groups, prominent members of the United States Senate and House of Representatives of both major political parties, and others either testified or submitted written statements in behalf of these educational reservations.

Public Opinion — The Force

Back of all these remarkable joint efforts was the powerful force of public opinion. A compelling aspect of the campaign was the fact that it expressed the long and deep-felt wants of the American people. Since the very beginning of public broadcasting, Americans have shown increasing concern that the airways be utilized more effectively to serve the cultural and educational needs of the nation. During the twenties, public agitation for governmental regulation of radio stemmed in no small degree from the general feeling that educational potentialities were not being adequately realized.

In 1934, the year the Federal Communications Commission was created, there was a wide-spread feeling on the part of many that all stations should be required to set aside substantial portions of their time for non-profit organizations, including religious and educational groups. Congress considered the matter seriously but the FCC concluded, after

From Station KUHT in Houston (Texas) comes MUSIC — and music can be educational, entertaining, inspirational.

Photo from
Educational Television News



a period of study, that the purposes desired by such legislation could probably be achieved without a statutory requirement and recommended against it. The Commission stated, in connection with that recommendation in 1935, that it had "a firm intention to assist the non-profit organizations to obtain the fullest opportunities for expression."

Educational Programming Increasing

In line with this policy, in 1945, educators urged the FCC to reserve channels for non-commercial, educational FM broadcasting. The Commission responded by setting aside 20 FM channels for the exclusive use of education. The wisdom of this action is attested to by the fact that there are now about 150 of these stations operating in this country, providing excellent training facilities for many schools and colleges and providing educational programs in many communities.

With this background of interest and public support for educational broadcasting and with the impressive showing made by educators in the television hearings in 1951, the Commission reserved 242 television channels for education. Since that time the number has been increased to 257. There are now 36 stations operating on these channels, distributed among 24 states and in Puerto Rico, and serving areas with a total population of nearly fifty million people.

A recent report of the Joint Council on Educational Television gives an account of various types of programs being carried by these educational television stations. Some of these should be of special interest to religious groups. Alabama now has an educational television network serving 80 per cent of the state's population. A typical day's program schedule over this network includes features such as *Today's Home*, and a wide variety of enrichment programs for children — designed to help them at home, in school.

Local Problems Being Studied

KQED in San Francisco, operated by a non-profit organization representing a variety of educational, cultural and civic organizations in the area, is providing informal programs for a growing audience, highlighting international affairs and providing critical consideration of local problems.

Florida has already established four educational TV stations and a fifth one is scheduled to begin operation this year. These stations are to be linked together in a state-wide network which will bring its programs to a substantial portion of the people

in the area. Some examples of educational programming on these stations, as reported by the Joint Council on Educational Television (JCET), are *Magic of Music* (a series containing broadcasts of music by great composers) and *Criminal Man* (a study of the causes, prevention and treatment of criminal behavior).

In Chicago (Illinois), WTTW, a community station, produces programs in cooperation with public schools, colleges and universities and various cultural and scientific groups. WGBH-TV in Boston (Massachusetts), another community-type station, is providing high quality programs of a musical and scientific character. Religious leaders will be particularly interested in the fact that Louis Lyons, this station's news analyst, last year won the famed Peabody Award for local TV and radio newscasting. His citation in part read: "His broadcasts....are clear-headed, courageous but unbelligerent, forthright and fair....an example of what can and should be done in every vigilant community."

And There Are Other Stations

Michigan State University, formerly operating a TV station on UHF Channel 60, will soon complete construction of a new station on Channel 10 and will serve an area with a potential audience of more than three million people. Viewers will be offered a wide range of educational and cultural programs, drawing on the resources of many community and state organizations. In Detroit (Michigan), Station WIVS, owned and operated by an organization made up of 18 local educational and cultural institutions, is bringing a distinctive and worthwhile service to the metropolitan area.

KTCA-TV in the Minneapolis-St. Paul (Minnesota) area, operating on Channel 2, is reaching a large and responsive audience. A substantial part of its financial and programming support comes from private and public schools and civic organizations. A recent survey showed that three out of five persons in the area have watched the various programs, and the evidence indicates a steadily growing audience.

In St. Louis (Missouri), KETC, licensed to the St. Louis Educational Television Commission, is providing its facilities to both public and parochial schools to bring instruction to the classroom. Some of the best children's programs and most effective presentations in art, history and music are features of the station. A series of discussions on *The Great Religions of the World* presented by a professor in St. Louis has

DR. EMERY is a professor in the Department of Television, Radio and Films of the College of Communication Arts at Michigan State University in Lansing. A member of the Radio and Television Committee of the American Baptist Convention for many years, he is also on the Board of Managers of the Broadcasting and Film Commission (NCCUSA). He is on the screening committee for Fulbright Scholarships in mass media and serves as a consultant for various educational and commercial interests concerned with the use of such media.

From 1943 to 1952 Dr. Emery served in various capacities as a member of the staff of the Federal Communications Commission -- attorney, examiner, chief (Renewals and Revocation Section), legal assistant to the chairman. He also served as editor of *Personnel Administration* (Washington, D.C.) and is currently departmental editor in law of the *Journal of Broadcasting*.

He is a member of the Oklahoma Bar, the District of Columbia Bar, the FCC Bar and the U.S. Supreme Court Bar.

been one of the most popular features of the station and has received nation-wide acclaim from religious and educational leaders.

And Still More

No account of educational television in the United States would be complete without reference to WQED in Pittsburgh (Pennsylvania). This station began operation in 1954. It is operated by a community organization which represents broadly the civic and cultural interests of the community. The station has carried programs with broad appeal for children -- such as *The Children's Corner*, which has covered a wide variety of subjects (including zoology, poetry, foreign languages, hobbies and crafts, music, art) and has attracted as many as 4,000 letters a week from excited fans in the area. No crime, acts of violence or horror were included in this program to secure and sustain interest. A series called *Heritage* and featuring renowned philosophers, poets, scientists, educators and others has been a popular program on the station....

It is not possible to give a detailed account of educational TV operations within the confines of this limited article. Religious broadcasters should know, however, that -- in addition to programs mentioned -- there

are educational stations operating in Denver (Colorado), Atlanta (Georgia), Champaign-Urbana (Illinois), Louisville (Kentucky), New Orleans and Monroe (Louisiana), Lincoln (Nebraska), Albuquerque (New Mexico), Chapel Hill (North Carolina), Cincinnati and Columbus (Ohio), Oklahoma City and Tulsa (Oklahoma), Corvallis (Oregon), Philadelphia (Pennsylvania), Memphis (Tennessee), Houston (Texas), Salt Lake City (Utah), Seattle (Washington) and Madison and Milwaukee (Wisconsin). Others are under construction. Still more are in the advanced stages of preliminary planning.

There can be no doubt that educational TV has now established itself and is well rooted in American life. The facts show that it is having a tremendous impact upon the cultural and educational development of the country. Its impact is being felt in other parts of the world and there can be no doubt that it is destined to achieve world-wide dimensions before many years. In this country, as well as other parts of the world where television's growth is following the non-commercial pattern, there are vast potential resources for religious broadcasting....

A Program on Human Problems

My family and I have watched a program which has been a favorite of ours for many years. It is the delightful show *Father Knows Best*. It is a skillful and entertaining portrayal of family life and its problems. It is commercially sponsored, carries no church label and promotes no particular religious sect. While most people would not characterize it as a religious program, in a real sense it is -- religious in that it is concerned with human problems with which most of us, young and old, are confronted and perplexed from day to day....

A few years ago I had the pleasure of presenting a meritorious award to the producers of this program in behalf of the religious communion with which I am affiliated. The citation which I read before several thousand delegates assembled for a national convention made no reference to my church or any other religious denomination. It simply paid tribute to the high quality of the production and its contribution to Christian culture and ideals.

If Christian broadcasters were to de-emphasize the denominational aspect of programming and combine their resources to produce and make available to commercial and educational stations excellent programs of this type, large audiences would be attracted and religious values could be well served.

It's a Fact...

The Listener Wants to LEARN SOMETHING

Hans Marten

As Translated from the German

There is a lack of clear knowledge of the facts of our Christian faith. For example, the modern person knows very little about the foundation and history of Christendom. This has been the experience, in many countries, with "Bible Schools" which have aimed at the extension of knowledge within the course limits set for their religious programs.

Modern means of communication, radio and television could do much to remove the resultant prejudices against religious programs by bringing to the listener a clearer knowledge of the *facts*.

The Program Director is faced with two questions in connection with the transmission of these programs: the first is a question of the form in which they are done, and the second concerns the interpretation of the information transmitted so that the programs still remain interesting enough to hold the listener's attention.

And the Listeners Include Adults

Much aid in the solution of these problems can be found by looking into the school programs which exist in all countries. It has been revealed, over and over again, that the most enthusiastic listeners to the school broadcasts are not among the young people for whom they are intended — rather, among the grownups. One discovers, in speaking to the uninfluenced and unembarrassed listeners, that they will very often mention how much they value the school broadcasts. In fact, Gallup polls have proved that half of the listening audience is composed of grownups. This number would have been much larger had these school broadcasts been scheduled at a time when the older listeners were not at work.

What is the explanation for this unusual and surprising popularity of broadcasts which are based on instructional effects?

The fact that some ninety per cent of the grownup listeners have not graduated from high school or college does not mean that their desire for knowledge is negligible. It is due to individual circumstances which did not make it possible for them to continue with more advanced educational pursuits.

Method of Presentation Important

These listeners would gladly take this opportunity to make up, at least in part, the education they were forced to discontinue, if programs are presented to them in a simple, comprehensible way — the way in which the school broadcasts are given. First, the school programs are planned on the basis of the intellectual capacities of the youthful listeners and are made relatively easy to follow. Second, these educational broadcasts are animated and appealing, with the result that the listeners "remain awake." Further, it is important to note that these school programs are not *experimental*. They have been thoroughly tested and tried. Only *facts* are interpreted. And, finally, the daily broadcasts are scheduled for a regular time, a time convenient for the young listeners.

These factors should be kept in mind when it comes to planning programs for the adult listener, giving him a feeling of confidence. He can depend on a program being broadcast when he is free to listen. He can know that he will not be academically over-challenged, that he will receive effectively presented information, that he will be entertained. No longer, then, will the adult listener be left with a sense of inferiority, of his own lack of education, of time wasted

on programs for which he does not have sufficient informational background.

What Is the Correct Approach?

If this situation is recognized — that is, that numerous excellent educational and instructive programs presented during the evening hours have far fewer listeners than do the daytime school broadcasts because of the highly academic nature of their subject matter — is it not appropriate to question whether or not the sundry program directors are taking the right approach? Is it not possible that these highly trained professionals are being deceived about the educational capacities of many potential evening listeners — and losing audiences thereby?

I certainly do not mean that the actual school broadcasts be transferred to the evening hours. However, a great deal can be learned from them by the enterprising program director. What the school broadcast actually teaches, it seems to me, is that there is a desire on the part of the non-collegiate listener for scientific and cultural enrichment; that he is eager to accept this if it is presented in an appealing fashion and within the limitations of his background of knowledge.

An analysis of evening radio programs indicates that they lean toward the highly intellectual, academic presentation. In place of simple historical *facts* they emphasize historical *philosophy*. There is an excessive use of foreign words, a block for a large number of potential listeners. (The

school programs use foreign words sparingly — and, when they are used, an explanation of them is given.) In addition, it is surprising how little use the evening programs make of the *live* drama, in comparison with the recognition of its value by school broadcasters.

The radio play could be used to acquaint the adult evening audience with many facts — recent scientific and medical discoveries, important historical events, religious themes out of the history of the Bible, the Church, the Missions and ecumenical life. The success the school broadcasts have had with this form proves that it has great possibilities.

There Is a Danger!

It is necessary for us to change our way of thinking about radio as a mass media. The themes suitable to this media are as plentiful as the whole world of knowledge. However, care should be taken not to go forth with too much zeal, too much "higher learning." There is the great danger of presenting materials which are beyond the educational level of the listener. The program director should not assume that the knowledge he has acquired in high school or a university — which, for him, was "an exciting adventure" — will appeal to the listener of lesser academic background.

Radio has an obligation — an obligation to reach those who have not heretofore been reached. Some attempts have been made — but *there must be more*.

"Anyone who wishes to become a good radio minister must accept the need for specialized training" . . . This outspoken statement was made

BAYREUTH MEETING

CONSIDERS RADIO

by Pastor Adolf Sommerauer, commissioner for broadcasting of the Evangelical Lutheran churchboard in Munich. Pastor Sommerauer is known to a wide listening audience for his dramatized sermons especially adapted to meet radio requirements. He emphasized the need for basic training at a conference of young ministers in Bayreuth.

At the conference was a notable group of *Radio Bavarian* specialists. These professionals discussed the over-all approach to radio programming, giving major attention to religious broadcasting. They presented potentials, problems and limitations of the medium. The speakers — in addition to Pastor Sommerauer — included Gerhard Bogner (program director of *Radio Bavarian*), R. W. Schmidt (director of religious radio), Konrad Michel (manager of the Nurnberg station).

Pastor Sommerauer expressed his belief that a radio sermon should be "an intimate, man-to-man conversation." It should not be an ivory-tower, academical, theological discussion, no matter how brilliant. It should reach the soul rather than the intellect. From the abundance of the Gospel the radio sermon should select the warm, the inspiring, the personal — to give the average listener the spiritual help he frequently so desperately needs.

Pastor Sommerauer also considered the question of answers to listener-letters. Shortly after the war — when the Department of Church Radio of *Radio Bavarian* came into being — it was discovered that some ninety per cent of the West German population belonged to a Christian church, but that only ten per cent were regular church attendants. This clearly indicated the need for reaching the indifferent and the skeptical. The Pastor, therefore, deliberately planned his *Hour of Questions* to move the non-church attendants. Most members of this group proved to be of the middle class, economically speaking, and college graduates. Their response was highly encouraging.

This Is a Story of...

WHAT LAYMEN CAN DO

William Haney

This is the story of what laymen (electrical, industrial and mechanical experts) have been doing in missionary radio work at Menlo Park (California), the city next to Stanford University.

Otto DeCamp, director of HLKY in Seoul (Korea), had written me concerning the plan to place small transmitting stations in various other cities of South Korea, making it possible for them to reach into areas where HLKY programs are not being heard.

The first problem was to find out what was available, what was least expensive, what was the best as far as upkeep and maintenance were concerned, what was of good quality. These factors had to be considered in determining transmitters to be used. After a three-month period of checking with various companies — and extensive correspondence with Mr. DeCamp — I decided to procure second-hand commercial transmitters. It was the plan to buy them from the Stanford area, clean them up, test them, do whatever was necessary, pack them and see that they were shipped off to HLKY.

The "Couples' Clubs" Take Over

Before and during the month in which the project was started, my wife and I had been speaking to a number of "Couples' Clubs" in the Menlo Park Presbyterian Church. We had presented Christian radio work — as well as mission work in general — in the Philippines where we had previously worked, also speaking of what we knew of the work in Korea and Brazil. It was through the contacts made at these small group meetings that certain engineers became interested in the project. In particular, one industrial engineer from the

Lenkurt Company (communications equipment) in Palo Alto named Angus Crocker, volunteered to have the repairing and checking of these used transmitters done in his garage at home — his wife, Jerry, agreeing.



ANGUS AND JERRY CROCKER

The first transmitter that we were able to obtain was from Tulsa (Oklahoma). After hearing of the need and the ultimate use of the equipment, the owner not only reduced his original asking price, but also volunteered to crate the transmitter himself, or at his own expense, thus saving us a lot of money — as half-ton transmitters are expensive to crate — and he then shipped it to Stanford. While the plans and negotiations for this first transmitter were going on, Angus and other engineering friends in the area (one of them the chief engineer for Hewlett-Packard) agreed that if the transmitter arrived after my departure for the Orient (on a consulting engineering trip for missionary radio work there) a schedule would be followed in making

necessary repairs, cleaning the equipment and testing it preparatory to shipping it off.

Teen-agers Help, Too!

Ten days after I had left, the transmitter did arrive. Angus got together some high school boys from the Menlo Park Atherton High School. One boy's father was a florist. They borrowed his truck, picked up the transmitter at the Southern Pacific railway station (with these high school boys doing all the lifting and heavy work), and took it to Crocker's garage, where it was unloaded. Then Crocker and Don Smith (from Lenkurt), with Brunten Bower (from Hewlett-Packard) and others spent their evenings for two weeks in cleaning, repairing, testing tubes and circuits and checking for proper functioning of the equipment to get it in excellent condition. They even put out some money for an extra antenna meter. Finally, they got a complete extra set of tubes, which cost a considerable amount of money. They did all this themselves — out of their intense interest, and, actually, their excitement at being able to use their professional talents in missionary radio work.

With the transmitter all checked and ready to go, they investigated shipping time-tables, then got together and re-crated the transmitter for overseas shipment at their own expense, paying, in addition, for getting it up to San Francisco (some thirty-five miles away) and to the exporters, to be sent out to Korea. The transmitter arrived in Korea on the first of October of last year. It was promptly transported to Taegu, in South Korea, and installed.

Inexpensive Antenna for Relays

We designed a very efficient and inexpensive antenna for these relay stations. Instead of using two towers, we were able to design an antenna on one 100-foot pole in such a way that the tower appeared to be 200 feet tall. This meant that the station's signal would be much stronger than with any type of conventional antenna, giving it much increased efficiency. A 200-foot steel tower would cost several thousand dollars — this will cost possibly \$300 and give the same effect as a very expensive tower.

When I returned from the Orient in early October, there was an opportunity to purchase another transmitter in Mt. Shasta in northern California. Our laymen dropped by there, looked over the transmitter, talked with the owner of the station, told him the nature of the work and what the transmitter would be used for. The owner had become, during cor-

respondence, interested in reducing the price quite drastically and throwing in a lot of spare parts. His low price finally persuaded us that this transmitter should be purchased also. Again the problem of transportation arose. Angus volunteered to rent a trailer and hitch it behind his car. He and his wife then made a 700-mile round trip during the week-end, picked up the three-quarter-ton transmitter and brought it back to Stanford University. It was quite an experience for them and also a very nice experience for the Korean Mission, as it saved all transport costs. Our second transmitter was subsequently cleaned up, with small minor repairs and adjustments, put on the air, and is in good running condition. It will be shipped to Korea shortly. The present plan is that these laymen and some other engineers in the Menlo Park Presbyterian Church will place this transmitter in the foyer of the church for a Sunday morning service, to show what the laymen of the church have been able to do in missionary work, just through contributing their talents.

Second Transmitter on the Way

With the crating completed and a short haul to San Francisco, our transmitter will be off to Korea on a freighter for the second relay station. As with the first transmitter a complete set of spare tubes has been purchased by the men out of their own pockets, because of their deep interest in the work.

This is essentially the story of enthusiastic laymen. These men have put in a considerable amount of time and energy on this project. Angus Crocker has agreed to continue doing this for HLKY and has offered to do the same in Brazil if the need should arise. This is a very valuable service. It is not that he, as one layman, knows the answers to all of our technical problems, but he is situated where others are available whom he can consult, to come up with the best solutions.

All these men will go ahead, roll up their sleeves and tackle the job, whatever it may be. They are feeling quite confident now regarding transmitters. They spoke of the fact that they now have this matter of cleaning, repairing, testing, packing, etc., of transmitters pretty well in hand. Meantime, more and more laymen are becoming interested.

This is certainly not the last chapter in this project. Another development has been that HLKY decided that they needed an FM transmitter. It has been possible to purchase one from Takoma (Washington), some eight hundred miles from Stanford. Of course,

because of this distance, crating costs would have run well over \$200 for freight. Therefore, a quick telephone call was made to Dr. L. David Cowie, pastor of the Universal Presbyterian Church, to see if he could get some of his laymen to go up to Tacoma, pick up the transmitter, clean it up, check it and ship it off to Korea. Dr. Cowie became quite enthusiastic and, as we were talking, asked how much it would cost to ship the transmitter to Korea. I had no ready answer except to say that I thought it would be about \$150, and now it is quite possible that the church may even pay the shipping costs. I am sure that the Lord will use this as a means of interesting the laymen in the Universal Presbyterian Church in Seattle in Christian radio/TV work overseas.

Then There Is Brazil

Another outcome — which is actually not a part of this story — is the wonderful and exciting reaction to the proposed work in Brazil for *Centro Audio-Visual Evangelico*, which my wife, Ruth, and I are looking forward to very much. Mr. Brunton Bower, the gentleman mentioned in connection with the transmitters, is one of the head engineers of Hewlett-Packard. He became very interested in the growing endeavor in Brazil — and especially in the possibility that there will be increased outreach through a station or stations there. Largely through his interest and contacts, it was possible to obtain for this work some \$1,500-worth of electronic test equipment and a similar amount in tubes, resistors, spare parts, etc. In fact, some 600 to 900 new radio tubes (which would have cost \$1,300 to \$1,600) plus a collection of parts of all kinds, including an oscilloscope tube, were given. These items were available from Hewlett-Packard, being actually used on their line as test equipment. Another layman who is a director of Stanford Research Institute (a multi-million-dollar, non-profit research organization in Palo Alto), became very interested in the prospects of work in Brazil, and made some of the Institute's used test equipment (meters, signal generators, etc.) available to the cause.

Still another engineer, a specialist in equipment repair and maintenance at Stanford University, volunteered his time and talent to see that the test equipment given for Christian radio work was in the best possible shape to begin its life of service to the Church in Brazil.

We have found, through these efforts and experiences, that there is a good possibility of getting much more equipment from electronic companies — equipment which they might



DON SMITH, president of the Menlo Park Presbyterian Church "Couples' Club" removing transformers for shipment.

normally discard or give to schools or other non-profit organizations.

Contributions Varied

These laymen who have contributed their enthusiasm and service are people from all walks of life. One of the men volunteered to check the shipping schedules. Some of the men who cleaned the transmitters knew nothing about them — but in the process learned a great deal. Angus said he himself knew nothing about transmitters when he began. He took me out one night to his garage, after the others had finished cleaning up the second RCA transmitter, and said, "I want to show you how this thing works!" He turned on the transmitter (we had it on a dummy antenna), showed me the inside and all the details, showed me how the meters came down. He was very excited about it! *So was I.*

NOTE: Mr. Haney served from November 1951 through May 1956 as engineering consultant for Station DYSR in Dumaguete City (Philippines). Upon his return to the States he concentrated on extensive laboratory electronics research at Stanford University (California). In January of this year, he and his wife left for Latin America, where he will join the technical staff of CAVE (*Centro Audio-Visual Evangélico*) located at Campinas (Brazil).

WHAT IS THE ANSWER?

Vern Rossman

There are three major temptations the Church faces today in its use of the mass media: manipulation, over-simplification and accommodation.

(1) *Manipulation*: The advertising man says, "You'll be proud to own this car." He is appealing to your pride, and your envy of your neighbor. He is "manipulating" you through your emotions.

It is possible for the Church, too, to use the mass media in a similar way. An example which comes to us from earlier days is the "mass evangelism" of 18th and 19th century America. Through singing and excited preaching, an atmosphere of "mass excitement" was created. Preachers played upon the fears and desire for conformity of the people. Decisions for Christ were often superficial. Though many persons remained Christians, many others soon left the Church.

Manipulations, even for the best of ends, means to treat persons as "objects" and not as "persons." Christian love does not permit this.

(2) *Over-simplification*: The mass media present pieces or slices of life, calculated to excite, amuse or otherwise motivate. Consequently, they distort real life. They "over-simplify" issues. This accustoms people to being "bottle-fed." It is a temptation to the Church to do the same thing in using the mass media.

The Gospel is not hard to understand. But it can be badly distorted by over-simplification. Life is complex. And the Gospel speaks a redeeming word to all of life, individual and social. Especially, it is a

temptation to the Church to ignore the painful task of speaking God's judging word to society *through* the mass media.



VERN ROSSMAN (right), associate secretary of AVACO, inspects equipment.

(3) *Accommodation*: The mass media, by and large, do not try to lead people to think critically or deeply. The values taught by the mass media are the lowest values of the culture — the search for thrills, for happiness, security, success. It is a temptation to the churches to cut their message to fit what the people expect. Radio preachers sometimes present Christianity as promising "peace of mind" or "security." This is true, but Christ also promised insecurity and even persecution.

The peace which Christ offers lies beyond insecurity. Man must face his sin and be shaken to his foundation before he can experience this peace. But such preaching is not popular. It does not build a listening audience. Should the churches compromise to

get listeners? Or, should they plan to speak only to very small audiences?

Keep in Mind the Drama

Fortunately, there is a third alternative. What people will not listen to in a sermon, they will hear and be moved by in the form of a drama, the biographies of great Christians — and in documentaries of the work of the Church around the world. These art forms are the modern form of the parables which Jesus used. In these ways the Cross may be preached in all its harsh saving power, and individuals and society will be judged to the roots. Moreover, people will come to see or stay to listen. Just as with Jesus and the parables, some persons will go away offended, but others will want to know more about how to find the new life.

The Cross is offensive to man because it convicts him of sin. No one likes to have his life shaken and exposed. In much of our preaching, however, people are offended not by the Cross but by the words and attitude of the preacher. If one says to a non-Christian, "You are a sinner," the man is merely offended, without understanding what the meaning of "sin" is. Jesus did not usually tell men they were sinners. He presented them with his pure life and example of love. And he told stories such as the *Good Samaritan* and the *Prodigal Son*.

In the light of example and teaching, men saw their sin. The Pharisees, for instance, were offended by the parable of the *Prodigal Son*, because they knew Jesus meant them. They were the "older brother" in the story who refused to forgive. But they were not offended by mere words. They were, instead, offended because they saw and understood their guilt and could not face it. This is the necessary offense of the Cross.

Modern Media Convince

Through the film, through radio and TV drama, through the portrayal of human problems and the Christian answer, people may be brought face to face with themselves and their sin, and see the possibility of redemption. Or, through the dramas of the lives of great Christians, or documentaries on the life of the Church, they may see Christian love and life for what they are — and be judged and convicted, as Jesus judged those around him, just by the example of his life.

There are two kinds of evangelism which we must carry out through the mass media. I have termed them, roughly: *general evangelism* and *specific evangelism*.

By general evangelism I mean the use of the mass media through articles or radio or TV programming which we obtain free; time or space is not bought. Although we cannot urge persons to accept Christ, explicitly, much headway can be made in drawing the listeners toward Christ and in moving them toward eventual church attendance.

General evangelism might also be called "positive Christian public relations." Its function is that of "pre-evangelism." Its job is to prepare the soil for the seed. It can accomplish the following objectives: (1) break down prejudice against Christianity, due to misunderstanding (highly important in Japan); (2) create understanding of Christianity and the life of the Church, and so incline persons to want to write in for Bible courses, to read the Bible or to attend evangelistic meetings or church; (3) it can actually sow some seed — that is, *preach Christ*.

Presenting the Message

How can this be accomplished? It is accomplished through drama, and through presenting the work of Christian institutions, relief work done by Christian agencies, the witness of unusual Christians or the biographies of great Christians. Through these means, a two-fold message is presented: (1) Christian love is seen in action, meeting physical and spiritual needs. People are led to ask, "Why are Christians this kind of people?" (2) If carefully planned, there is opportunity for the interviewer to ask: "Why are you doing this work?" — "Why was this institution founded?" — "Why do you seem to be so happy in this work?" — These questions open the way for the most frank and evangelistic kind of personal witness. Or, in the case of presentation, through drama or through a storyteller, of the lives of great Christians, their words may be quoted. Thus, men like Schweitzer give in their own words their basic motivation, and so give witness to Jesus Christ.

The Roman Catholics have recognized and used this form of evangelism for years. They sink vast sums of money into public relations departments. Whenever a Bishop comes to Japan, his picture gets in the paper and he is quoted. If an orphanage is opened, you may be sure that all the newspapers will be notified and sent pictures and quotations. Similarly, the Catholics produce radio and TV programs for sustaining time, and even place priests and lay leaders on quiz shows and other programs where they may make a good impression and so lift the reputation of the Church.

What Is "Specific Evangelism"?

Specific evangelism, in my definition, refers to the use of bought space in newspapers and magazines, or radio or TV time which is purchased. (This includes church-financed publications.) These give the writer or preacher more leeway to make his message pointedly evangelistic. Here, however, there is reason for caution. Too often in our church-related magazines and radio programs, we speak a language which is strange to non-Christians. Through over-use of preaching and preaching poorly, we drive away readers and listeners and offend editors and station managers. Even here, we must keep in mind that drama, biography and the documentary are powerful tools for getting our message across. It may be best, for instance, to move the hearer emotionally through the impact of a film or radio drama, and then drive home the personal application in a three- to five-minute talk.

The *Lutheran Hour* is to be commended for a skillful combination of the values of both the general evangelism and specific evangelism approach, in their first-rate sponsored broadcast being sent out all over Japan. On first listening to the program a Christian may feel that not enough is said about Christ and the Church. However, the Lutheran policy is a wise one. They realize that too much "direct appeal" initially will drive people away. In order to lead people to Christ through radio, they know they must keep them listening week after week.

Radio Cannot "Do All"

Radio listening is only the first step toward Christ. Radio cannot do the whole job of evangelism. When the person writes in and enrolls in a Bible course — or attends a church — then he has taken the next step toward an understanding of Christianity.

In spite of all that is said of the "spiritual" East, my impression is that the Japanese are a very pragmatic and practical people. They tend to evaluate things in terms of relevance to everyday life and results. The total Gospel cannot be presented in this way. However, it presents an important initial point of contact. Outreach through the mass media is like a "whirlpool." We seek to touch people at the point of their felt interest or need. Then gradually we draw them (through Bible courses, evangelistic or church services, listener groups or literature), toward the center (the Church), where they find Christ. But, unless we touch them at the point of their *felt* need and show what Salvation means in concrete terms re-

lated to their lives, then "the doorsill of the Church will be too high."

In a sense, our specific evangelism is weak because our job of general evangelism (ground-breaking) has been so poorly done. We jump at people with a demand for decision, when they understand hardly anything about Christianity. We must use sustaining time in broadcasting, not only because it is very cheap (twenty dollars for a program to reach a million listeners), but because it has an important function to perform.

But It Takes Money!

Meanwhile, to complete the work begun on sustaining time we must spend a great deal of money to buy time and space. How can the Church *afford* to produce and air first-rate radio and TV programs with an evangelistic cutting edge?

In the long run we cannot depend on overseas aid. The problem must be solved here in Japan. There are, I think, two possible answers:

(1) The churches must pool their resources and produce a few good periodicals, evangelistic films and programs.

Japan badly needs one first-rate Christian magazine so attractive to the general reader that he can't help but buy it. This demands a great deal of capital as well as imagination.

In addition, we should cooperate and concentrate on one or two first-rate radio and TV programs. It should be no more difficult to cooperate here than it was in sponsoring an appearance of Billy Graham. The problems are somewhat the same.

(2) The Church must look for sponsorship among Christian or even non-Christian businesses. An example of this was found in the Goodyear Tire and Rubber Company's sponsorship of *The Greatest Story Ever Told* in America. At the beginning and end of the program there was only the simple statement, "This program is presented by the Goodyear Tire and Rubber Company."

One or the other or both of these answers is the only hope for a long-range solution to the financial problem of the use of the mass media by the Japanese Church.

NOTE: The Rev. Mr. Rossman serves with AVACO in Japan as a member of the United Christian Missionary Society (Disciples of Christ).

Yes, Everywhere...

THE PERSONAL APPROACH

F. W. Hymman

As Translated from the German

Even though it sounds commonplace, it must be repeated over and over again: *Everywhere the broadcast reaches are live people* — gay and sad, satisfied and hungry, active and lonely, self-assured and helpless. Is it necessary to say towards which group of people the radio has the greatest responsibility? Is it necessary to prove with statistics and curves that the number of the helpless and confused who need direction is oppressively high? Is it still necessary to prove that they are not finding consolation and advice elsewhere and that they depend on the radio voice, which speaks to them familiarly, but at the same time does not interfere with their inner freedom? I think it is necessary.

The Personal Approach Is Needed

We must recognize that radio should have a more personal and individual concern with the listener than it has had heretofore. The speaker (or his editor) should be more aware that he is not — or not *solely* — serving a huge machine of a mass instrument, but that he is speaking to a listening, waiting person. The too smooth and mechanical voice which the listener often hears makes it difficult to create an atmosphere of trustfulness, especially when the listener is thrust without introduction into a difficult program. It is especially important to address with seriousness and friendliness listeners who are insecure or disturbed.

An example of this is broadcasts for the sick. The sick person usually listens more attentively to the radio than the well person. Therefore, addressing a sick person should be done cleverly in order to gain his interest in later broadcasts on the basis of this once-established personal contact. Broadcasting to the sick (and their number is larger than supposed), who often cannot inwardly accept the fact of their illness, is an obligation of responsibility and compassion.

All these possibilities of standing by and helping the listener in his personal inward needs have not up till now been properly made use of. It is evident how great and constantly growing is the need of individuals to find solutions for their own personal problems of conduct. Periodicals have been forced to enlarge their "advice columns" — in which appalling questions far too often appear. Inward uncertainty is also to be detected in the flood of astrological advice.

The Radio "Advice Column"

And the radio? Here and there one finds a kind of "advice column" and apparently frequent use is being made of this possibility. How else could the reaction to such broadcasts be explained? People now seem to develop even small conflicts, frictions and decisions into major problems which their own forces and scope cannot solve. Therefore, there is little to be gained by prescriptions for this or that specific conflict or problem. For some listeners this would certainly be useful, but only in exceptional cases would it broaden one's outlook and line up his resources so that he would be equipped to handle another such conflict tomorrow. What is essential is that behind the formula, behind the advice, an answer and a security which are open also to the searching listener become evident.

Only a radio or television author who has psychological knowledge of life experience (and presence of mind) can talk from subjective authority and consequently not be restricted to the distribution of formulas. At the radio station, the "advice column" should be overhauled. With little doses acute pain may be soothed or in the best case the symptoms may disappear, but the way to actual healing is not opened.

"Theology" Is Not the Answer

For this reason several radio stations have gone a step further: They have speakers who don't merely tell the listener *their opinion* — speakers whose names are unimportant. They are only interpreters or, so to speak, mediators. They speak from the background of faith. Spiritual or theological questions are not discussed, just as the ones who give the answers are not ministers. Everyone can speak here — a doctor, a lawyer, etc. He does not speak mainly as a representative of his trade, but as a believing Christian.

Encouragement and advice would thus lose credibility, and the listener would lose faith in the personal help to be obtained. The *human* aspect of the address to the listener must be felt at all times. The talk with him must be kept lively. Only thus can programs of this sort, which up till now have not fully been made use of, bear fruit — rich fruit which will materialize in the form of faithfulness, thankfulness and a broad open-mindedness.

There Is Still Pioneering for Church Leaders

Legend has it that Don Quixote habitually "mounted his horse and rode off rapidly in all directions." This can seldom be said of the leadership of the Church. When the Church moves, it moves with great deliberation — so much so that, to the unpracticed eye, it may seem scarcely to have moved at all.

A sharp critic, a few years ago, expressed the opinion that the seminaries trained men to be "offensively inoffensive, to trot well in harness" and to be "great respecters of the status quo." When there is pioneering to be done, a more venturesome kind of leadership is sought and more allowance is made for individual thought and action — unpredictable behavior. The day of reckoning comes when it is necessary to consolidate the gains of pioneering (with the pioneers still around) and pioneering still to be done.

Such progress as the churches have made in the media of mass communication — and it is considerable — is due in large part to the energy and resourcefulness of men and women who are still very much alive. In the best spirit of the Protestant tradition, each has been wont to take off in unpredictable directions in the pursuit of truth. This is true with regard to the experimental development and use of films and other audio-visual materials, of experimental program development for radio and television, and (to a somewhat lesser extent) in audio-visual and broadcast education. To an impartial jury the results may seem more instructive than impressive. But to those directly involved and consequently aware of the limitations and handicaps, the gains have been substantial. They are more than sufficient to justify, from here on out, the consolidation of gains, the sharing of insights and the pooling of resources for a major thrust.

A Cooperative Commission Functions

It was this prospect that led to the creation of the National Council of Churches' Broadcasting and Film Commission eight and a half years ago....

In the category of "groundwork" a number of developments deserve special mention. In 1959 — for the first time — the NBC National Council of Churches showcase TV program, *Frontiers of Faith*, is operating on a guaranteed budget, with a BFC producer of its own and with the alert backing of a responsible and thoroughly involved committee. The initiation of a series of retreat-conferences and the enlistment of a distinguished group of young theologians as consultants have helped to boost this program into orbit.

A major break-through in the potentially competitive area of children's programming for television occurred in mid-January when the idea was conceived of a thirty-nine-week series of half-hour programs, comprising segments of various types and lengths (of which *Off to Adventure* is the only NCC children's program now on the air) and

all offered to selected communities as a "package." The essential ingredient is envisioned as being local on-the-air participation of persons for whom special training will be provided. Experience with the National Council's newest TV program, *Talk Back*, now on the air in 44 communities, will have much to contribute.

Greatest creativity has gone into the CBS-NCC television program, *Look Up and Live*, an award-winning half-hour program aimed at youth — the program most often accused by traditionalists of Don Quixote tendencies. It is now under the responsible discipline of a committee of youth leaders and resource persons who do their program-planning in semi-annual retreats. *Look Up and Live*, like *Frontiers of Faith*, has its own BFC producer. Both NBC and CBS make substantial investments in these network TV programs. The working relationship which has been built up between BFC and the networks in recent years constitutes another significant part of the "groundwork" for major advance.

We Continue to Advance

There are elements in the radio programming that might also be mentioned, and a good deal of expectancy attends the holding in New York, April 12-14, of a *Consultation on Broadcast Training*. But the major crises at the present time have to do primarily with the use of television. Mention should be made here of the continuing series of two-day meetings of the National Council's *Study Commission on the Role of Television, Radio and Films in Religion* — aimed at isolating and coming to grips with the central problems of Christian Communication via the mass media. Significant also is the creation of mass communication departments in two more member communions in recent months — Presbyterian U.S. and Reformed Church in America; the granting of substantially large budgets in several communions; and, at the grass-roots level, the growing strength of Radio-TV leadership among the Councils of Churches and of United Church Women. All this adds up to the strategic importance of finding — at this time — the way to move ahead *Together*....

It should be apparent, by now, that no one person, no one group of persons, no one communion has "the answer." Even a cursory examination of individual or denominational programming will reveal that there is little if anything of a denominational theology or point of view that is sufficient to justify a unilateral use of the media, except on very special occasions or for internal consumption. And it should be equally apparent that the combined resources of creativity and material resource are going to be needed to support any sustained and purposeful use of the media, together with the all-out promotion required to make it "pay off."

S. FRANKLIN MACK

(From the BFC News Bulletin)

The Christian Broadcaster

WE PRESENT . . .

A "Voice of the West Indies"*

"This is the Evangelistic Voice of the West Indies — coming to you from Cap Haitien, Haiti.. " With these words — well known to every short-wave fan in the world — one of the best-known evangelistic mission transmitters daily announces itself over three short-wave transmitters and one middle-wave transmitter. "Radio 4VEH," as the transmitter is called after its signal, is one of the pioneers of the mission transmitters. It can be heard throughout the world, broadcasting in English, French and Creole over short-wave.

The transmitter was begun by the founder of the "East and West Bible Mission," the Reverend G. T. Bustin, and started broadcasting June 2, 1950. By 1954 the transmitter could be heard in forty-three states in the United States and thirty-three countries in Europe, Asia and Africa. Broadcasting time of the "Evangelistic Voice of Haiti" has increased from twenty-eight hours a week in 1955 to one hundred hours a week today.

The remarkable fact about this mission transmitter is that it is run by so very few people. Mr. Picazo (the program director) and his wife not only direct all programs, they also have to deal with the entire world-wide correspondence and take charge of part of the business management of the transmitter. Two devoted helpers stand by — Mr. Larry Jackson, junior engineer, and Mr. Jacques Mon Premier, studio technician, who is also announcer for programs in French and Creole.

As modest as the size of the staff is the building. Those listening on short and middle waves may think the programs are originating from an expensive "radio palace." Far otherwise! A one-story bungalow, unpretentious under the palms of Haiti, is the entire setting for the studios and offices of the "Evangelistic Voice of Haiti."

A well-known Swedish business magazine for short-wave broadcasting recently wrote to this modest organization: "We short-wave friends can only say, *Hats off to these Christian pioneers of radio work.*"

"The Voice of Tangier"

The wide-spread and consistently good reception of our *Voice of Tangier* daily broadcasts is creating a fast-growing listening audience. Evangelical leaders who have never thought of broadcasts before are becoming aware of the tremendous power and potential of the radio for evangelism.

Only a very few broadcasters who have substantial funds are able to take advantage of the limited time available for Gospel broadcasts on *Radio Luxembourg* and *Radio Monte Carlo*. It amazed us, however, to find so much of Europe looking to

the *Voice of Tangier* as the principal outlet for the radio ministry.

While back I planned an extended stay in Europe, with the thought of promoting such interest. On arrival I found that we did not need to search for prospective sponsors — they are seeking us out.

Naturally, the rapid growth of our Missionary Radio Station has meant that we cannot progress equally in all areas. France has been a country where we have not been able to do much so far. As the Lord laid upon us the burden of France, He also began to open doors in a most remarkable way. I was invited to attend the annual conference of evangelical leaders of France, Switzerland and Belgium which was held in the Bible Institute on Nogent, near Paris — with 120 evangelical workers in attendance. Very enthusiastic response met our plans to inaugurate daily broadcasts in French. The messages are already being prepared by outstanding evangelical men....

Prospects for 1959 are: Definite agreement reached for daily broadcasts in Dutch; adding the Catalan language as the 28th to our weekly schedule (this language is spoken by several millions in northeastern Spain and southwestern France); increased power and further improved antenna system; completion (as the Lord provides) of our new studio; and opening of a European office....

RALPH FREED, *Field Director*

Station ELWA — Liberia*

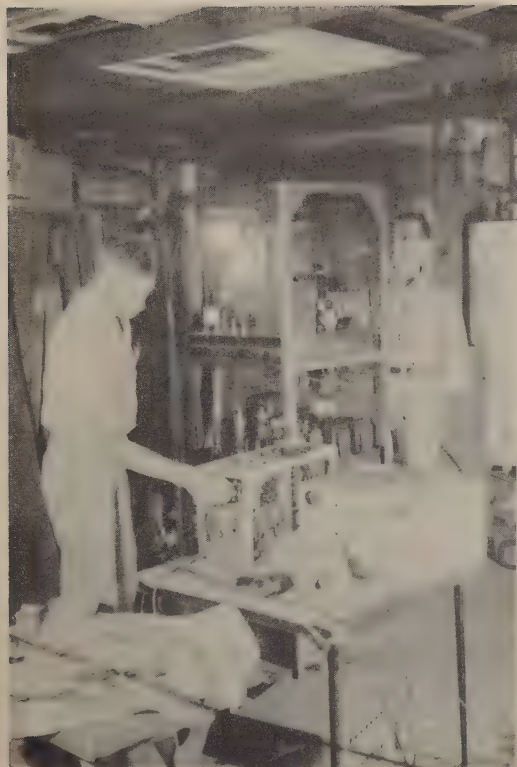
Radio Station ELWA is the oldest mission radio station on the African continent. It began its evangelistic work in 1954 — in Monrovia, the capital of Liberia.

The station functions under the *Sudan Interior Mission*, broadcasting its religious programs on one middle-wave and three short-wave transmitters. While the strongest of them has a power of only 10 kilowatts, it is widely heard.

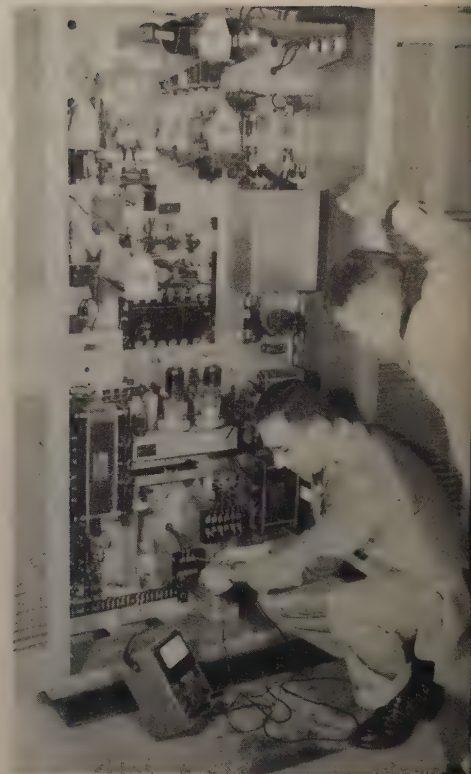
ELWA considers its main task that of leading the people of Africa to the Bible — and to God, while other "Co-Fighters for God's Word" (among them the *Voice of Tangier* and *Radio IBRA*) are effectively beaming their programs to the people of the Near and the Middle East and those behind the Iron Curtain.

Thousands of Africans who listen to the four daily 15-minute Bible reading programs from ELWA which are done in French, English, Arabic and several West African dialects open their Bibles and read God's Word aloud with the announcer. In this simple but impressive way many Africans are being brought to God.

DEDICATED



(Left to right) BRUNTON BAUER and BILL LONG test Transmitter #1, the 250-watt Gates model.



The #2 Transmitter, a 250-watt RCA model, is given a final check-up by (left to right) Lqymen CROCKER and BAUER.

And here is more testing by BAUER and LONG, in the garage of ANGUS CROCKER of the enthusiastic "Couples' Club" of the Menlo Park Presbyterian Church near Stanford University (California).

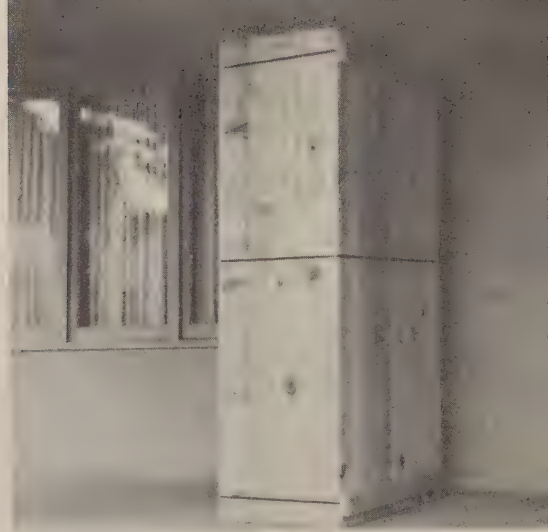


NOW, from HLK

LAYMEN —

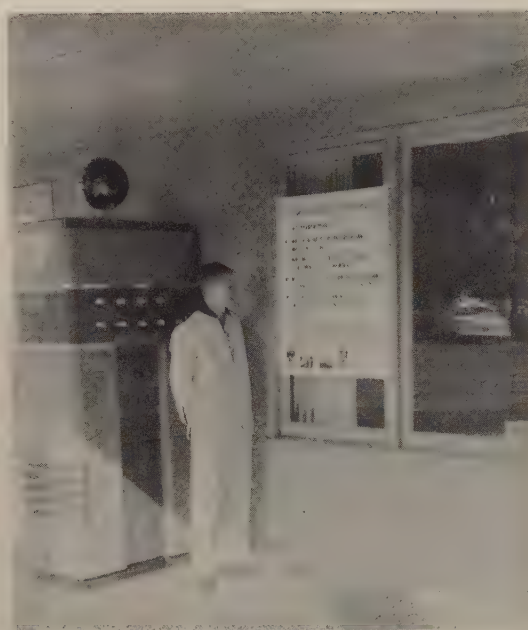
and

Two Transmitters!



And here is what a transmitter looks like when crated and ready for its trans-Pacific shipment.

Preparing Transmitter #2 for display in the foyer of the Menlo Park church -- (left to right) LEE LENNEVILLE, with BOB HOUSTON, church laymen.



So the Transmitter "went to church."

**(See story . . .
pages 11-13)**

**Seoul, Christian programs
reach more of Korea through
lay stations in other cities**



ILLUSTRATIVE SCRIPT

From the Philippines

"Portrait of a Writer" — with its alternating "Portrait of a Musician" — was a series aired over Station DYSR in Dumaguete City during its early days of broadcasting. It is illustrative of a relatively simple but highly effective way of combining music (entertainment), information (education) and inspiration. A way of presenting a Christian message

in a secular program, without giving the impression of obvious "preaching."

Responsibility for writing and narration was divided between two volunteer staff members — Claro Ceniza and Reuben Canoy. Both men were students in the College of Law of Silliman University, on whose campus DYSR is located.

PORTRAIT OF A WRITER

THEME: FOOTLIGHTS, FULL AND OUT

ANNCR: Good evening, Friends! In the several talks we've had about great writers, one fact seems to stand out — that is, the parents of many of these writers had almost no interest at all in the literary career of their children. Such, however, was not the case with William Cullen Bryant, the author of that profoundly beautiful poem, *Thanatopsis*. In his autobiography, Bryant writes:

"When I was nine years old, I began to make verses — some of which were utter nonsense. My father ridiculed them, and tried hard to teach me to write only when I had something to say...." Bryant was born in 1794, in the state of Massachusetts where he spent the first thirty years of his life. And the song that America was singing when Bryant was a little boy was this patriotic *Hail Columbia, Happy Land...*

MUSIC: HAIL COLUMBIA

ANNCR: The father of William Cullen Bryant, a doctor and a member of the state legislature, was able to give William a good schooling in preparation for college. But the natural beauties of the hills near his home seem to have had a greater influence on the poetry of Bryant than did his formal schooling. However, the life of Bryant seems to have followed a pattern usual with writers of his time.

First, a college education. Then the practice of law. Finally, an editorial position with an important New York paper. And it was Bryant who demonstrated that a

metropolitan newspaper could be dignified, interesting and profitable without sacrificing its independence or the ideals of its editor. As time passed, William Cullen Bryant of Cummington, Massachusetts, became New York's leading citizen — and he went about the streets of New York with a quiet, austere dignity. A modern composer has written a descriptive tone poem on New York and the Hudson River Valley that he calls *Exultation*. It is from the *Tales of Our Countryside* by Henry Cowell. Here it is....

MUSIC: TALES OF ETC., END FADE

ANNCR: William Cullen Bryant was a great lover of nature. It is this quality which has endeared him to us as a poet. The poems in which he sings praises of nature are not copied from Burns or Wordsworth or other poets before him. They are his own! Bryant showed an intimacy amounting almost to personal affection in his feeling for the yellow violet — the fringed gentian — the bobolink -- and the mockingbird....

MUSIC: LISTEN TO THE MOCKING BIRD

ANNCR: William Cullen Bryant was not a mystic — but he felt, nevertheless, the presence of God in nature. In the poem *Forest Hymn*, which he began by saying that the groves were God's first temple, Bryant went on to say that every object in nature was:

*An emanation of the indwelling
Life,
A visible token of the uphold-
ing Love,
That are the soul of this great
Universe.*

As with poets, composers too have found inspiration in the beauty of the forests — their color and their various sounds. The German musician, Richard Wagner, once wrote in notes of music about the *Forest Murmurs*....

MUSIC: FOREST MURMURS

ANNCR: Of course, the most familiar poem ever written by William Cullen Bryant was *Thanatopsis*. He wrote this poem, you know, when he was only seventeen years old. The unpublished manuscript was discovered by his father and sent, without the author's permission, to a national publication. Many years later, Bryant altered the philosophy of *Thanatopsis* by adding these lines:

*So live that when thy summons
comes to join
The innumerable caravan which
moves
To that mysterious realm,
where each shall take
His chamber in the silent
halls of death,
Thou go not, like the quarry
slave at night,
Scourged to his dungeon, but,
sustained and soothed
By an unfaltering trust,
approach thy grave
Like one who wraps the drapery
of his couch
About him and lies down to
pleasant dreams....*

MUSIC: TRAUMEREI

ANNCR: One evening in December, 1815, William Cullen Bryant had been

walking alone, feeling somewhat disconsolate about his uncertain future. The appearance of a waterfowl seemed to him a sort of vision sent to teach the lesson of divine guidance. And so Bryant wrote:

*He who from zone to zone
Guides through the boundless
sky thy certain flight,
In the long way that I must
tread alone
Will lead my steps aright....*

MUSIC: THUNDERIN' WONDERIN'

ANNCR: Perhaps, after all, William Cullen Bryant was not a great poet, in the sense in which the phrase may be applied to other writers of his day. Critics believe that Bryant was neither a profound thinker nor a master of verse technique. His themes were few — and of the sort that tend to become monotonous. But in their simplicity, their dignity, and their pervading sincerity, the works of William Cullen Bryant made him worthy to be what in fact he has long been considered — the first of the outstanding poets of America....

MUSIC: FOREST MURMURS, UNDER AT CUE

ANNCR: You have just heard comments on the life of William Cullen Bryant, American poet....Born: 1794....Died: 1878. Listen next Wednesday evening at 8:00 when DYSR will again bring you a *Portrait of a Writer*.

THEME: PLAY FULL TO TIME

We Receive a Letter

ED. NOTE: The following letter from Mrs. Harold Faust of Vero Beach (Florida) gave us such a "big lift" and indicated such an excellent idea that we think other church women's groups should know about it — and consider "doing likewise."

* * * *

"Within the next few days you will receive a check from the Women's Association of our church. The check will be for nine dollars — for the cost of three subscriptions to *The Christian Broadcaster*.

"We have taken action in Executive Session today that these subscriptions be sent to the Program Manager in each of the two radio stations here, and of our nearest television station (West Palm Beach). We are sending a personal letter to each of these men, but we prefer to have the check and subscription impersonal so that any change of

station management will not remove the magazine from those responsible for broadcasting in our local stations.

"The women have asked me to send a note to the column of *Presbyterian Life* that deals with letters to the editor. They feel that perhaps other Women's Circles or Associations will be moved to take similar action. Subscriptions to local stations will not only help this outstanding magazine — and help the stations — but we feel that it will increase church interest in local programming and the total world communications picture.

"Thank you for all your great work. Our prayers and interests are with you."

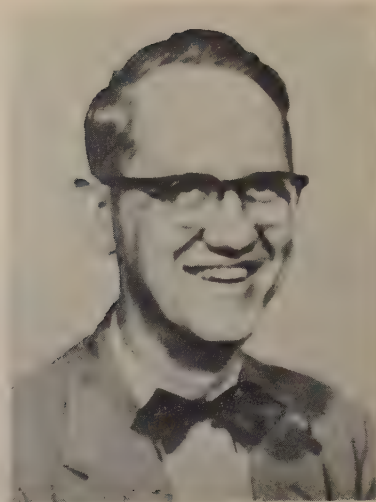
(Subscriptions went to: Station WTTB, Radio Center, Vero Beach; Station WAXE, South Federal Highway, Vero Beach; Station WPTV-TV, West Palm Beach).



ROYER H. WOODBURN



WILLIAM A. MEADOWS



W. CARLISLE WALTON, JR.

RNS Photos

"There Is a Remembrance —"

Three Methodist ministers, staff members of the denomination's Television, Radio and Film Commission, were among the 65 who met death at midnight February 3. They

RADIO/TV LEADERS

MEET DEATH IN GRIM

NIGHT PLANE CRASH

were passengers on a Chicago to New York plane which crashed in the East River while approaching LaGuardia Field. They were the Rev. Royer H. Woodburn, 46, director of utilization and field service — the Rev. William A. Meadows, 39, director of radio and television services and training — and the Rev. W. Carlisle Walton, Jr., 41, director of television ministry development. The three had spent the day with officials of the Board of Lay Activities planning promotion of the *Methodist Men's Hour*, a radio program. They were coming to New York for a meeting of a committee working on scripts for the second series of the Commission's *Talk Back* television program. All three resided in Nashville (Tennessee), where the Television, Radio and Film Commission, known as TRAFCO, has its headquarters at 1525 McGavock Street.

The Rev. Royer H. Woodburn

Mr. Woodburn, a member of the Minnesota Conference, came to TRAFCO in January 1953 from Minneapolis where he was pastor of the Olivet Church and director of public relations for the Minnesota and Dakotas episcopal areas. Earlier he had lived in Grand Forks (North Dakota), where he was associate professor of religion at Wesley College and executive secretary of the North Dakota Conference Methodist Board of Education.

Previously he was Wesley Foundation director and assistant pastor at Emporia (Kansas). Mr. Woodburn was a member of the Board of Managers of the Broadcasting and Film Commission of the NCCUSA and served on several of its important committees.

Mr. Woodburn was born in Bowling Green (Indiana). He married Miss Meda L. Peugh, June 1, 1940. Their children are Robert E., 15, and Virginia R., 12.

The Rev. William A. Meadows

Mr. Meadows had been in Nashville with the Commission since 1954. He was a member of the Michigan Conference, where he had served as public relations chairman for the area. During 1951-1954 he was pastor of St. Paul's Church, Grand Rapids (Michigan). While there he conducted weekly and, at times, daily radio periods. In another program, *The Pastor's Study*, he was featured on television.

Mr. Meadows was born in South Charleston (West Virginia). He was married to Miss Norma Elaine Timmerman of Jackson (Michigan) in 1944. Their son David Harold is 14 and their daughter Nancy Jane, 13.

Mr. Meadows was also a member of the National Council's Broadcasting and Film Commission's Board of Managers.

The Rev. W. Carlisle Walton, Jr.

Mr. Walton came to TRAFCO in June 1958 from the pastorate of the Longview Methodist Church, Raleigh (North Carolina). He had been there since 1952. During his pastorate he had also served as chairman of the North Carolina Conference Television, Radio and Film Commission. A native of Memphis (Tennessee), Mr. Walton took his liberal arts in Maryville College and his bachelor of divinity degree at Duke University.

Mr. Walton served in the U.S. Air Force from 1942 to 1946 and at the time of his death was a major in the Air Force Reserve. After the war he worked in the Industrial Relations Division of Western Electric.

Mrs. Walton, whom he and his husband met at Maryville College, was Miss Mary Jane Person of Atlanta, Georgia. There are four children — Patricia Jane, 10, Pamela Jean, 8, William Carlisle III, 4, Charles Lee, 21 months.

* * * *



RNS Photo

Also killed when the ill-fated airliner plunged into the East River last February was the REV. FRANCIS C. McGRATH (31), pastor of the Bethany Lutheran Church of Elmhurst (New York). Mr. McGrath was returning from Illinois where he had been discussing his position as audio-visual aids instructor for the summer session of Concordia Teachers' College. Dr. Albert Huegli, dean of the college, said Mr. McGrath had been invited to consider a permanent professorship at Concordia. "However," he added, "God has now given him an invitation which has priority."

* * * *

The Reverend Joseph E. Porter, director of the department of radio and television for the Massachusetts Council of Churches, and a loved and highly valued member of the Board of Managers of the Broadcasting and Film Commission, died Wednesday morning, January 21, 1959, in Springfield (Massachusetts). Born in New Brunswick (New Jersey) thirty-nine years ago, Joe Porter received his college education in Duke University, Durham (North Carolina) and graduated from Union Theological Seminary, Richmond (Virginia) in 1944. Early in his Seminary experience, he became vitally interested in broadcasting, and started a radio program for the Seminary. At the beginning of his middle year he joined WRVA, the CBS affiliate in Richmond, as a staff announcer-producer. His earlier career in broadcasting gave him valuable experience in writing, producing and directing in a variety of broadcasting types — musicals (both pops and classical), drama, quiz, variety, special events, with various broadcasting companies -- CBS, NBC, WMCA (independent), WDUK (his own station in Durham) and WHHT, a Mutual Station.

CHURCH RADIO LOSES A VALUED DIRECTOR

Returning, after his marriage, to Durham, Joe Porter took his B. D. degree from Duke Divinity School and at the same time served as a publicity writer for the North Carolina Council of Churches and director of radio for the Durham Methodist

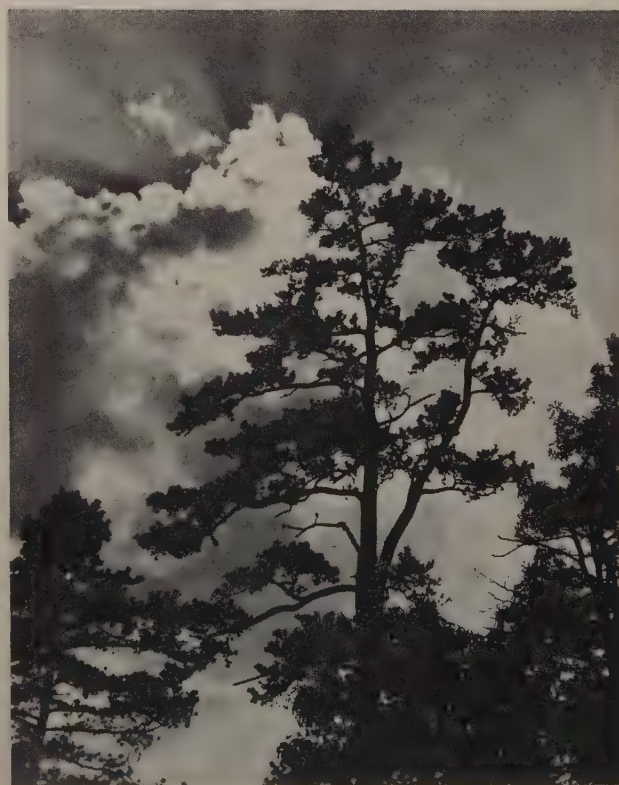
Society under which he wrote and directed programs over a three-station hook-up in the city.

In September 1953 the Religious Radio Television Commission of Pioneer Valley was founded and Joe Porter was its first Executive Director — the first full-time job of this kind on a local level. In September 1955 the Pioneer Valley Commission was merged into the Radio-Television Department of the Massachusetts Council of Churches, and Joe Porter became its first Executive Director. In June 1958 he was named President of the Council Broadcasters Fellowship (a national organization).

Left to mourn him are his wife, Eleanor, his two sons, Scott (12) and David (11) and the host of friends and co-workers he made wherever he lived and served.

*"They shall not grow old, as we
that are left grow old . . .
Age shall not weary them,
nor the years condemn.
At the going down of the sun
and in the morning
WE WILL REMEMBER THEM."*

FROM "FOR THE FALLEN"
LAURENCE BINYON



RNS Photo

ASIA..... Indochina

High in the mountains of central Laos, three days by foot and horseback from the main road, is the village of Gen Pho Sang Noy. The village has

RADIO SENDS CHURCH

TO ISOLATED GROUPS

a Christian church and congregation -- but not a pastor. Also in this mountainous country are some two hundred other villages and about eight thousand Christians in all. There are only fourteen Christian workers to minister to these eight thousand. At Gen Pho Sang Noy, however, the church has one distinction: *Radio is its minister.*

People are very poor. But Mr. Bah Khu, rice farmer and Christian, has a radio in his home. There, early every night, the members of the church crowd to hear the radio preach to them in their own tongue as the Lao broadcasts are sent out from the Far Eastern Broadcasting Company stations in Manila. This church would have no minister if Bah Khu had no radio.

Putting these programs together is not easy. Once every three months "Gus" Gustafson, a missionary pastor of the church at Vientiane, starts out from his station with workers who will assist with the programs. Traveling first by air, then by bus, dugout canoe, and again by bus, they reach Udorn (Thailand). All next day is spent on the train to Korat, where the Paul Johnson Memorial studios are located. There they are met by Armand Heiniger, Swiss missionary from Savannakhet. He has spent two or three days on his trip. First, he had to ferry his car across the Mekong river, balancing it precariously on two dugout canoes. He drove all day, stopping to sleep when too tired to drive farther.

About ten days are then required to record the programs necessary to fill the radio schedules for the next three months. The various series combine music and story-telling, Scripture and poetry, in a traditional style utterly indigenous to the Lao people. It is something for which they will stop anything to enjoy.

Far East Broadcaster

..... Japan

AVACO Activities

This month, the "Dark Ducks," the most famous male quartette on Japanese radio and television, recorded hymns for AVACO at a nominal fee. These hymns will be used during the coming weeks on the radio program AVACO is producing for the United Church of Christ in Japan. This program, called *Friend of the Heart*, is broadcast each Sunday morning at 6:30 over *Radio Tokyo*, one of Japan's most powerful stations, which covers a potential

listening audience of twenty million. The "Dark Ducks" have a regular thirty-minute television program during premium evening time in the Tokyo area, one of the most popular programs in the capital. Their willingness to record for AVACO almost free is due to the fact that two of their number are earnest Christians. *Friend of the Heart* has been broadcast since the beginning of December, 1958. The United Church pays for the purchase of time and AVACO covers the production costs of the program.

* * * *

Ten thousand copies of a small songbook containing a selection of fifteen favorite hymns has been published by AVACO, in cooperation with NCC-related churches. This songbook is designed to publicize and be used in the *Songs of the Heart Movement*, a movement now being promoted by AVACO and NCC-related church groups to develop singing groups in churches, schools, factories and offices. This hymnbook, designed for use along with collections of recreation and folk songs, also introduces the purpose and goals of the movement and promotes AVACO's radio program, *Songs of the Heart*. The plan is that the radio program and the singing groups in the working place shall reinforce each other. The book sells for fifteen yen (about four cents). Hymns are widely loved by non-Christians as well as Christians, and young people earnestly desire such opportunities for fellowship as are provided by singing groups. It is believed by proponents of this movement that this is one of the best ways to conduct occupational evangelism. There are already several such singing groups in the Osaka area which have been in existence for some years.

* * * *

Here at AVACO (Audio-Visual Aids Commission) we are engaged in critical self-examination as regards our National Christian Council radio poli-

AVACO REVIEWS ITS

POLICIES, PROGRAMS

cies. In our use of sustaining time on government and private stations, we are giving more attention to the kinds of formats by which our broadcasting can be made more pointedly evangelistic. We have by now passed through the period when we felt that if we said something about Christianity or some noted Christian or Christian institution, or included some Scripture, we were doing as much as we could do. It is true that we cannot -- on sustaining (free) time -- urge persons to come to Christ. But we have come to believe that there are formats which enable us to do direct evangelism even on sustaining time.

Consequently, we have set up two tests of our programs: either (1) the program must say something specific and basic about Christianity in such a way that it will move persons to want to know more, or (2) it must offer an opportunity to

nformation

make Christian contacts through including an address and a stimulus to write for further information.

We are now planning our programs to conform to one or the other of these two standards. Those which cannot be so conformed — or which are unacceptable to the stations because they are (in the stations' view) *kirisutokyo-kusai* (smell of Christianity) — will be discontinued.

From now on, we are carefully testing our programs on these points. In addition, the mail received gives us a check point on the effectiveness of our broadcasting. By checking the age group, economic level, etc., of the writers and the nature of their response, we can tell a great deal about whether or what we are communicating.

..... Korea

HLKY MAKES A SURVEY

An audience survey conducted by Radio Station H L K Y (Seoul, Korea) last year yielded some informative and valuable material for anyone engaged in or planning overseas fraternal work. University students agreed to canvass three of the Kus (districts) of Seoul. They went from house to house, mostly in the evening. Always the first question asked was whether the home owned a radio. If it did not, the fact was noted and the canvasser moved on to the next home. Each home that had a radio was then asked the items shown on the questionnaire (see pages 28-29). In all, there were 5,000 homes questioned in these three representative districts. Among the information gathered was the following:

CHART 1

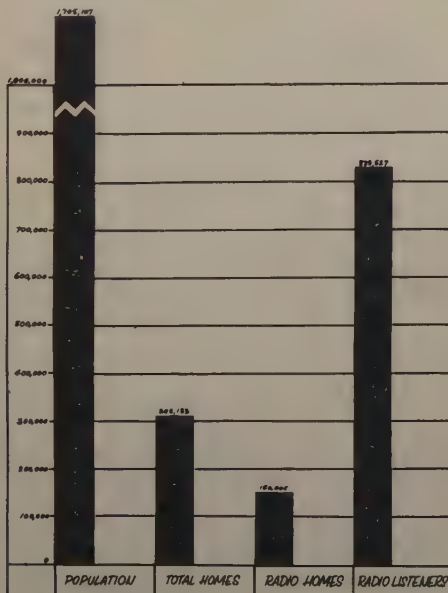


Chart #1. Seoul Radio Listeners. The Seoul city census shows the population of Seoul to be 1,705,107 persons — living in 308,183 homes. In the districts canvassed we found that 48.7 per cent of the homes had radio receivers. Taking this percentage of the total number of homes and persons in Seoul, we arrive at the following two facts: 150,005 homes in Seoul have radios — and in these homes are 829,527 potential listeners.

CHART 2

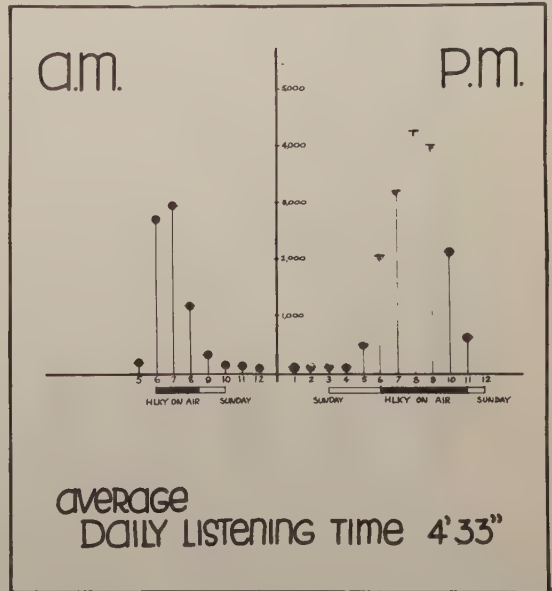


Chart #2. Radio Listening Habits. The peak listening hours are from 6:00 to 8:00 A.M. and from 6:00 to 10:00 P.M. The average total daily listening time per home is four hours and thirty-three minutes. From September 21st of last year H L K Y has been on the air daily from 6:00 until 8:30 A. M. and from 6:00 to 11:00 P. M., with the time extended each Sunday morning to 10:00 A. M. and each Sunday P. M. from 3:00 to 6:00 and 11:00 to 12:00, as indicated on this chart.

CHART 3

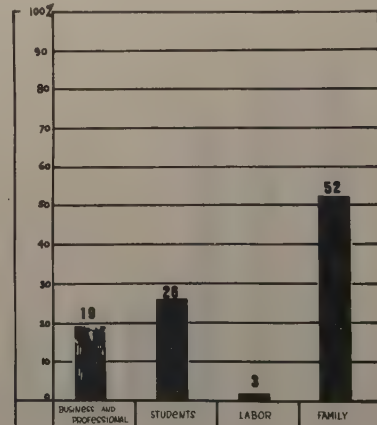


Chart #3. Occupations. Just over half of the persons in radio-owning homes in Seoul we have classified as "family" persons, that is, housewives, older persons, small children and unemployed. The second classification is students, about 27 per cent. Seoul is the educational center of Korea, with many young people coming from all over the country just to study in one of the high schools or universities of the city. Persons classed as laborers are numerous enough, but they cannot afford radios; hence the very few radio owning homes among this group.

CHART 4

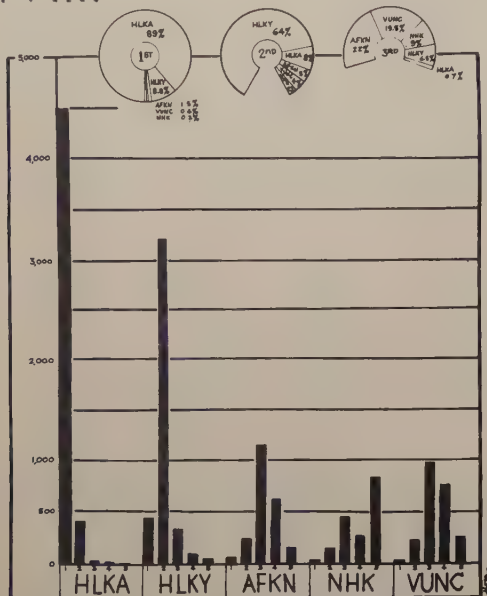


Chart #4. Station Ratings. One question we asked in the survey was, "Which of the following radio stations or networks do you listen to the most?" (See questionnaire below.) We asked for a rating on each of these — 1st choice, 2nd, 3rd, 4th, 5th. 89 per cent of the homes rated the government stations, with two services, as their first choice. While only 8.8 per cent rated HLKY as their first choice, 64 per cent listed it as their second choice. The other three stations were given considerably smaller ratings.

CHART 5

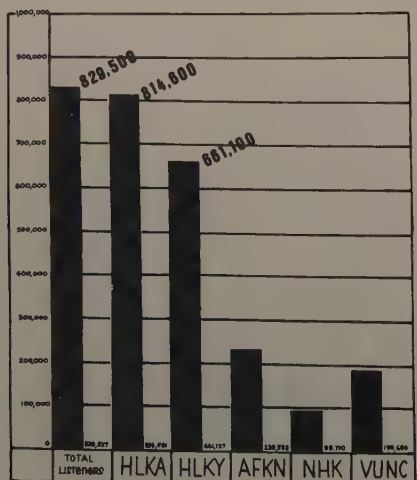


Chart #5. Comparative Audiences. Starting with the figure of 829,527 total potential hearers in Seoul (see Chart #1), we then sought to arrive at the total number of persons who listen (more or less) to each station listed. By adding together all the persons who listed a particular station — whether it was rated 1, 2, 3, 4 or 5 — we found out how many persons in these 5,000 homes listen at some point to that station. Taking this proportion of the total number of potential listeners in Seoul (829,527), we arrived at the following comparative figures for these five stations:

814,591	-- HLKA (Government)
661,127	-- HLKY (Christian Station)
235,583	-- AFKN (U.S. Army)
189,684	-- VUNC (Voice of the U.N.)
98,710	-- NHK (Japanese)

CHART 6

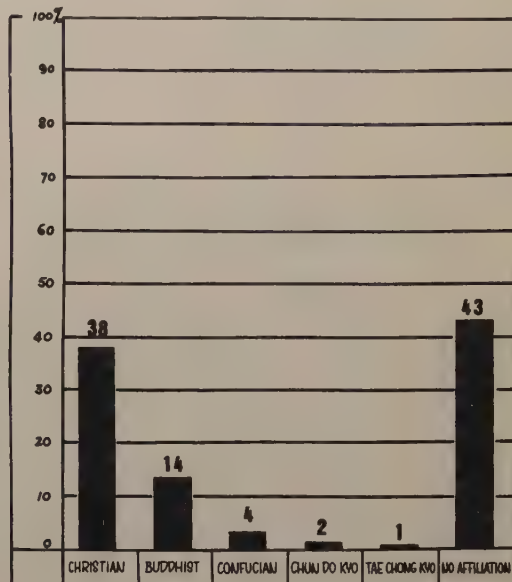


Chart #6. Religious Affiliations. When we asked what the religious affiliations of the many listeners were, we found these results:

Buddhist	13 per cent
Confucian	3 per cent
2 Native Religions	1 per cent each
Christian	38 per cent
No Affiliation	44 per cent

While the percentage of Christians in Korea as a whole is only about 5 per cent, it is considerably more than that in the homes with radios in Seoul. Other sections of Seoul would probably have even fewer who claim to be Buddhists, according to our industrious researchers.

The questionnaire form used was as follows:

Radio? Yes ___ No ___

1. To which of the following types of program do you listen? Indicate preferences by 1, 2, 3, etc.

a. Music	()	d. English study	()
b. Drama	()	e. Children's	()
c. Cultural	()	f. Religious	()
		g. News	()

What kind of music do you enjoy most?

- a. *Western Classical* () d. *Jazz* ()
b. *Korean Classical* () e. *Popular* ()
c. *Religious* ()

2. To what radio station do you listen most?

- HLKA - *Korean Government Station* ()
HLKY - *Seoul Christian Broadcasting Station* ()
AFKN - *Armed Forces Korean Network* ()
NHK - *Japanese Government Stations* ()
VUNC - *Voice of the United Nations* ()

3. At what hours do you listen to the radio?

A.M. From ___ to ___? P.M. From ___ to ___?

4. How many hours average is your radio used? _____

5. How many are there in your household? _____

6. What is your occupation? _____

7. What is your religion? _____

8. What suggestions have you for the Christian Broadcasting Station?

- a. *Which programs do you like?*
b. *Which programs do you feel need improvement?*

PROGRAM OBJECTIVES:

We seek to present and create a sense of one's calling, vocation, profession or life-work as having more than a material meaning, as being the place where all worthy tasks of the daily life serve the best interests of mankind and bring honor to God.

After each item place one of the following scale numbers, indicating your judgement of how this program carried out some aspects of this objective:

0. *Did not touch the objective.*
1. *Is contrary to, or opposes, or breaks down this value.*
2. *Teaches this value but with little discernible force.*
3. *Fair average treatment of this value.*
4. *Fairly central and good treatment of this value.*
5. *Excellent in every way.*

ELEMENTS PRESENTED IN

Name and identity of program unit evaluated:

- | | <u>Number</u> |
|---|---------------|
| 1. <i>Definitely aims at the worker or his problems.</i> _____ | _____ |
| 2. <i>Tends to dignify and enhance the sense of worth of the worker to society.</i> _____ | _____ |
| 3. <i>Stresses the essential worth of human personality.</i> _____ | _____ |
| 4. <i>Derives the worth of the worker from his position as a child of God, in God's image, valuable to God.</i> _____ | _____ |
| 5. <i>Tends to remove the false view of man as a means to an end, or as only "a cog in the machinery."</i> _____ | _____ |
| 6. <i>Exalts the worthy but humble tasks of life.</i> _____ | _____ |
| 7. <i>Stresses man's right to a real measure of self-determination and respon-</i> | _____ |

sibility in his work. _____

8. *Views all worthwhile labor as deserving of respect and a fair return to the worker.* _____
9. *Sees worthwhile labor as a necessary element of a healthy body.* _____
10. *Sees firsthand creative use of earth's raw materials as a necessary basis for a true perspective of life.* _____
11. *Presents man as perhaps too skilled for menial labor but never too good for menial labor, possibly in the need of it.* _____
12. *Views ultimate value of labor in its contribution to society.* _____
13. *Views as harmful any enrichment at the expense of others.* _____
14. *Views as tragic a total output of mere subsistence.* _____
15. *Views society as responsible for providing labor or subsistence.* _____
16. *Seeks wholesome balance of responsibility for capital and labor.* _____
17. *Backs the right of capital to a fair return on investments.* _____
18. *Fearlessly attacks evils, such as child labor, undue return, etc.* _____
19. *Backs labor in seeking free, open, democratic labor organizations.* _____
20. *Sees labor as also responsible for jobs and production on a cooperative basis of mutual trust with capital.* _____
21. *Stresses basic virtues: Integrity, honesty, industry, service.* _____
22. *Shows concern for worthwhile use of leisure time.* _____
23. *Stresses the worthwhile place of women in worthy labor.* _____
24. *Stresses homebuilding as a worthy, demanding profession.* _____
25. *Places ideal values in choice of profession.* _____
26. *Recruits for "professionally" religious professions.* _____

JUDGEMENT QUESTIONS:

1. In what way has this unit tended to break down the ideals implied above?
2. Where might this unit have embodied naturally some of the above values?
3. Does this unit assume a Christian responsibility for the laboring man?

REMINDER!

The Christian Broadcaster welcomes pertinent news items, pictures of radio/TV programs and personalities, suggestions for feature articles. We don't always know how to contact YOU — but this is where you contact US —

The Christian Broadcaster
Room 524 -- 156 Fifth Avenue
New York 10, New York

BRITISH ISLES.....

▲ MINISTERS TO BE GIVEN TV TRAINING*

The Archbishop of Canterbury, Dr. Geoffrey Fisher, and other leading clergymen have approved a plan to have ministers of all English denominations trained as TV personalities.

Dr. Greer, Bishop of Manchester and Commissioner of radio and TV for the Church of England, stated that a larger number of suitable speakers are needed for religious programs, and the larger churches have been invited to send ministers to attend these courses which will be arranged by the ABC-TV Company.

The ABC-TV Company, which is responsible for commercial TV programs in middle and northern England, has announced that it will pay a fee of DM 200 for a single appearance on a religious program.

▲ ALSO SELECTED CATHOLIC PRIESTS

To raise the level of religious TV, Roman Catholic priests will take part in a training program announced by one of the big independent television companies in Great Britain. The program is sponsored by Associated British Cinemas, Television Ltd., which is meeting all the costs. The first Catholic course will begin on June 16, 1959. Twelve priests will take part, all chosen by regional Catholic television advisers.

▲ WELL-KNOWN CHRISTIANS FEATURED*

Viewpoint — the first series of weekday TV religious programs started by the British Broadcasting Company will feature well-known Christian personalities who will give a glimpse of the Christian approach to world problems.

EUROPE.....

▲ SECULAR ETHICS AND MORALS SUPERIOR?

Radio broadcasts in Iron Curtain countries in recent weeks have concentrated on the Communist theme that "secular ethics and morals are far superior to religious ethics and morals." The theme was especially stressed in talks over the Warsaw and Prague Radios. It was apparently aimed at convincing religious believers that the Communist ideology helps to promote high standards of personal conduct. Both in Poland and Czechoslovakia, and in other Iron Curtain countries, particular stress was placed on the importance of underscoring the value of Communist ethics in broadcasts aimed at school children.

Religious News Service

..... Germany

▲ RESEARCH ON TV YOUTH REACTIONS*

A Berlin scholar, Professor Paul Heimann — with the assistance of sundry colleagues — has published a booklet giving the results of extensive research on the reactions of young people to television programming. Professor Heimann, working with the Board of Education and teachers in the Berlin high schools, introduced the publica-

tion with pertinent comments on "The Function of Television in Modern Society."

Television, said Professor Heimann, is many-faceted and is able to interpret much of today's world to the modern viewer. It is also significant that young people of all ages can find in the various programs something for all interests and tastes. Television, he continued, is a bridge between young people and adults, through interpretation of everyday experiences and problems. It can be a valuable instrument leading to family understanding — but, because of its potential influence, it is essential that program directors remain always aware that the audience is made up of *people of all ages* — from kindergarten on up.

* * * *

At a workshop of the Evangelical Lutheran Church synod in Bavaria Pastor Robert Geisendoerfer (director of the Evangelistic Press Organization) emphasized the relationship of the Church to radio and television. His premise was that it can only be *partnership and cooperation*; that there must be a "climate" encouraging a Christian to live according to his personal faith. An understanding of this is essential, according to Pastor Geisendoerfer — both for the clergy and the broadcasting professionals.

Radio and television are available. They are available for religious programs. Few stations demand the right of censorship. On the contrary, they contribute money and time — and the counsel of trained staff members.

Pastor Geisendoerfer asks: "Why are we slow in taking advantage of these potentials? Why do we not program *more* religious broadcasting?"

..... Luxembourg

▲ DAILY GERMAN PROGRAMS INCREASED*

Daily evangelistic programs broadcast over Radio Luxembourg II, in the German language, have been increased. Now, religious broadcasts can be heard over 50 kw short-wave transmitter on 49.26 m for 30 minutes (from 6:00 to 6:30 P.M.) instead of the former 15 minutes only.

..... Netherlands

▲ NEW APPROACH BEING TRIED*

Since the traditional form of Sunday worship services tends to repel rather than attract many non-church people, the Reformed Community of Vlaardingen is trying a new method. It plays, on tape recorder, radio dramas on biblical parables. These parables are discussed by the communion, and later, in a short, improvised sermon, the minister answers questions posed by the participants and finishes the worship service.

In another case, a biblical parable was dramatized by members of the communion and explained by the minister. The Reformed Community, in Haarlem by Amsterdam, arranges a get-together of the church members in place of the Holland common worship service on Sunday evening.

The Christian Broadcaster

..... Spain

▲ ASTURIAS PROGRAMS POPULAR

Radio programs for primary schools — started experimentally over a year ago by stations at Oviedo, Langreo and Lueca in the Asturias region of northern Spain — have gained wide popularity. Lessons broadcast twice weekly have so far dealt with geography, history and music of 22 countries. Supplementary information is published in monthly bulletins which are now distributed to some 200 schools. UNESCO has supplied the organizers with material on similar experiments in educational radio taking place in other countries — such as Canada's *Farm Radio Forum*.

UNESCO Release

..... Switzerland

▲ NEW PROGRAMS ADDED TO SCHEDULE*

Religious television programs in Switzerland are "on the increase," both for Protestant and Catholic faiths. Televised each Sunday evening in the German area is a discussion called *The Word for Sunday*. In the French area a Saturday evening program — *Tomorrow Is Sunday* — is presented, followed by another strictly religious program each Sunday. In the latter, the various denominations alternate, with the last Sunday of five-Sunday-months being reserved for the Catholics.

Programs in the Tessin (the Italian area) are regularly for Catholics since there are so few Protestant residents. Meantime, there is no attempt to belittle any Protestant denomination.

..... U. S. S. R

▲ CHURCH LEADER SPEAKS FROM MOSCOW

Radio Moscow broadcast a message from Patriarch Alexei, supreme head of the Russian Orthodox Church, declaring that "internal and external peace is the dearest and most valuable possession of the people." The Patriarch's message was issued in connection with the Russian Orthodox observance of Christmas which traditionally takes place on January 7.

He said it is the duty of all pastors of the Church and their faithful "to pray for peace throughout the world."

Patriarch Alexei also extended New Year's greetings to Russian Orthodox believers. He expressed the hope that 1959 and succeeding years will "bring an era of general peace which will permit the people to contribute to the flourishing and glory of their own homeland through useful labor."

Religious News Service

"What modern man needs most is a communication of Christian truth in relevant terms and in language he can comprehend, together with a knowledge of where he can turn for understanding and acceptance."

S. F. M.

LATIN AMERICA..... Brazil

▲ MORE EMPHASIS TO CHRISTIAN RADIO*

The importance of radio in evangelistic work in Brazil has increased of late. In 1915, a work-community, devoted to film, radio and TV, was organized by *Confederacao Evangelica do Brazil* (the Evangelical Church Federation of Brazil). This eight-year-old organization works with the *Voice of the Andes* in Quito. The one thousand biblical programs telecast monthly can be heard over the entire continent.

In addition to these telecasts, programs are made available by congregation members as well as larger groups. For example, the "Luther-lessons" are being spread in Brazil by the Missouri-Synod and, until recently, the Synod of Rio Grande supported a program for all Protestant listeners of Brazil — the *Hora Evangelica*.

..... British Guiana

▲ MENNONITES BEAM TO NEW AREA

"The Way to Life" (15-minute English version of *The Mennonite Hour*) on January 4 began its second release in South America, over *Radio Demerara* in Georgetown (British Guiana). About 500,000 English-speaking people of British Guiana are within listening range of this 10,000-watt station. HCJB, Quito (Ecuador), is the other station in South America releasing our English broadcasts.

The Informer

..... Costa Rica

This report comes from the meeting of the Board of Directors of the *Panamerican Christian Network*, which took place in San Jose, January 27 - 30. Representatives

DIRECTORS CONFER

ON RADIO/TV PLANS

of the five member radio stations carefully considered the most practical way to increase the effectiveness and outreach of evangelical broadcasting in all of Latin America. Dr. Clarence W. Jones, the official representative of HCJB (Ecuador) at the meeting, had just terminated a survey trip over Latin America. He reported the extensive use of broadcasting throughout this area and indicated where cooperative endeavor could be successfully developed for making the use of broadcasting more effective. Attending the meeting were the president of the Network, Dayton Roberts, who is the representative of Station TIFC in Costa Rica; Albert Platt of TGNA, Guatemala; and Paul Pretiz of HOXO, Panama. Rubin Bonney of CP-27, Bolivia, was not able to be present. Robert A. Remington, the manager of the Network headquarters in Costa Rica, and the headquarters staff also participated in the meetings.

As a practical step toward the wider representation of Latin American Gospel broadcasting in the Network, the Board of Directors has invited ten other Gospel radio organizations to become full members. These are as follows: Radio Stations 4VEH, Cap Haitien, Haiti; 4VI, Los Cayos, Haiti; PJA-6, Aruba; and YNOL, a projected station to be set up soon in Nicaragua.

The following are recording studio and program producers who were invited: program *Alas del Alba* of Cuba; program *Luz y Verdad, Inc.* of Puerto Rico; a recording studio operated by Edwin P. Christensen in Chosica, Peru; a program-producing center of the Soldiers and Gospel Mission in Temuco, Chile; a program-producing center operated by the Central American Mission in El Salvador; a program-producing group in Honduras under the sponsorship of the Conservative Baptist Mission.

It is hoped that the 1959 fall conference to be held in September, under the sponsorship of the *Panamerican Christian Network* with its expanded membership, will do much to increase the interest and activity of Christian broadcasting throughout Latin America. It is also expected that larger membership will give opportunity to increase the services available through the Network headquarters. This will prove a great benefit to the advance of the Christian Church in the Latin American countries. At least two more full-time persons will be needed on headquarters staff in order to take care of this increased activity.

ROBERT A. REMINGTON

..... Nicaragua

▲ BROADCASTING FROM MANAGUA*

Ondas de Luz (call letters YNOL), the new evangelistic radio station in Managua, is broadcasting religious programs on middle-wave, with a present power of 2 kw. The station is managed by A. Guido. It was largely financed by collections of Protestant Christians of Nicaragua and serves a hitherto relatively unreached audience.

NORTH AMERICA..... U. S. A.

▲ CHURCH LEADERS PLAN TV SERIES

A group of Protestant church leaders and theologians met in New York City to plan a series of network television programs and discuss what theological issues could and should be presented on TV. The meeting marked the first time that pastors and theologians have taken an active part in planning a TV network religious series. It was sponsored by the United Church of Christ's Office of Communication for the National Council of Churches' Broadcasting and Film Commission.

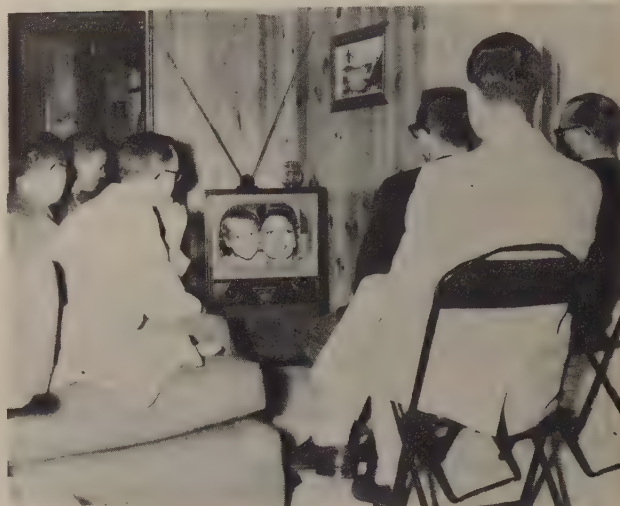
Attending the interdenominational meeting were professors from four colleges and four theological seminaries, a number of local ministers and officials of several church bodies. Programs planned by the group will be televised next July and August on the NBC-TV's *Frontiers of Faith*.

Co-conveners of the gathering were Dr. Robert W. Spike, program secretary of the Congregational-Christian Churches' Board of Home Missions, and

Dr. Everett C. Parker, director of the United Church Office of Communication, both of New York.

Religious News Service

* * * *



RNS Photo

"TELEVANGELISM 1959" -- with half-hour weekly dramas produced under the Southern Baptist Convention, programs being followed by visits from church leaders and lively discussions with the many listeners cross-country.

* * * *

A \$4,000,000 institute for the training of ministers and laymen in the use of radio and television in spreading the Gospel will be established in Atlanta (Georgia) in honor of Dr. E. Stanley Jones, veteran Methodist missionary evangelist and author. It will be known as the *E. Stanley Jones Institute of Communicative Arts* and will serve as a teaching affiliate of the Protestant Radio and TV Center on the campus of Emory University. Dr. Jones is known for advocating wider use of radio and TV in the spreading of Christianity both in this country and overseas.

Chairman of the institute's organizing committee is Dr. James Sells, associate secretary of the Methodist Southeastern Jurisdiction and vice-president in charge of development at the Center.

"In ten years TV has made such an impact on people that we think it's here forever," he said. "We've got to find out how radio and TV have been reaching the people and adapt these techniques to religion."

Dr. Sells said the institute will give training in radio, TV, audio-visual aids, music, drama, speech and creative writing. These courses will be taught by lecturers, instructors and technical specialists, either in the institute's own headquarters or in seminaries where students will receive academic credit for their work. He emphasized that students will not be trained to op-



RNS Photo

Among those attending a PRTC dinner in honor of DR. E. STANLEY JONES 75th birthday were: (seated) DR. JONES, BISHOP ARTHUR MOORE; (standing, left to right) BISHOP COSTEN HARRELL; DR. J. MCDOWELL RICHARDS, president, Columbia Theological Seminary; DEAN WILLIAM CANNON, Candler School of Theology at Emory University; WILLIAM N. BANKS, chairman of PRTC's Campaign Committee; and DR. S. WALTER MARTIN, president of Emory University.

erate cameras and other technical equipment, explaining that "our first concern is to spread the Gospel; technique comes second."

The institute also will operate a Spiritual Life Research Department, Dr. Sells said. Besides research, workshops and courses in evangelism and prayer will be offered. An extension department will provide for summer workshops, a traveling studio and instruction by means of tape and film and other mass communication media.

* * * *

▲ "LIVING FAITH" — FOR CHILDREN

A popular program in the Washington, D. C., area is *Living Faith* conducted by Mrs. Marian Wiley on WMAL-TV. Mrs. Wiley, member of St. Mary's (Arlington) and co-author of the series, tells simple Bible stories to small folk who participate with her on this program seen on Monday, Wednesday and Thursday at 10:50 A.M.

The Script

▲ EDUCATIONAL PROGRAMS ON CANCER

The Educational Television and Radio Center and the National Broadcasting Company, in cooperation with the American Cancer Society, began a new series of National Educational Television programs on cancer control February 10. Programs in the six-week series are broadcast live from New York each Tuesday at 10:30 P.M. They are designed especially for the NET network.

The series seeks to combine showmanship with information, theatrical personalities with essential facts, "names" with educational material. Each program consists of a panel composed of a nationally recognized medical expert and well-known artists — such as playwrights, directors, actors and composers. The doctor panelist presents the medical background of the problem to be discussed on a given program, after which the matter is considered by the entire panel.

N.E.T.

▲ WORLD AFFAIRS ARE STUDIED IN OHIO

Western College (Oxford, Ohio) was one of the area colleges and universities participating in a weekly TV series called *Background*, sponsored by the Cincinnati Council on World Affairs on WKRC-TV in Cincinnati (Ohio).

A faculty representative from Western was one of the three persons interviewing the ambassador from Pakistan on January 10. On January 31, President Herrick B. Young participated in a panel discussion on the nuclear age, and on March 10, the college contributed a panel member for a discussion on NATO.

In previous programs, T. A. Bisson, professor of intercultural studies, had participated in a program on Korea, and a Jordanian student had joined a Middle East discussion. Western also presented a report from Africa with Wyn Rees, associate professor of history, and last year's area expert; Dr. Dunning Idle, professor of political science and associate director of the Africa seminar, and two student seminar members; and a Latin American discussion which President Young moderated, with Senora Maria Llona de Guzman (visiting lecturer on Latin America) and Dr. Clara Helen Mueller, professor of economics, together with two Latin American students.

Western College Bulletin

▲ CHICAGO LAYMAN AIDS KOREAN PRIEST

A Chicago drug executive and area viewers of a TV program have come to the aid of a Korean Roman Catholic priest in need of medical supplies and transportation. Louis Zahn contributed first-aid supplies and a portable oxygen unit to the Rev. Stephen Paik, and the viewers sent funds for the purchase of a jeep. Loaded with the medical supplies, the jeep was shipped to Korea through Catholic Relief Services — National Catholic Welfare Conference. Funds to buy the jeep were requested by Marty Faye on his nightly show on WBKB-TV.

Religious News Service

▲ STATION REVERSES LIQUOR DECISION

A Wisconsin radio station which announced that it would violate the voluntary broadcasting industry code by accepting hard liquor advertising has reversed its decision, the Methodist Board of Temperance reported in Washington, D. C. Station WOMT, Manitowoc (Wisconsin), said that it changed its position because of "lack of interest by the liquor industry." The station reportedly received few advertisements — and a considerable number of protests. It resigned from the National Association of Broadcasters after Harold Fellows, president of the broadcasting group, was quoted widely as saying that a broadcaster who accepts liquor advertising "is selling his birthright for a \$20 bill."

Religious News Service

From the BFC News

The National Council's showcase NBC-TV program *Frontiers of Faith* shared the spotlight with Leonard Bernstein and other top TV personalities and programs at the eighth annual Sylvania Awards dinner on January 22 at the Hotel Plaza in New York City. The "outstanding program award" for 1958 in the religious category was presented to NBC for the three-faith series of which *Frontiers of Faith* is a major part. Beginning in 1951 as a televised church service, *Frontiers of Faith* in 1958 offered such outstanding dramatic presentations as the Henry Gallaudet story, "Song Out of Silence," and the hour-long Easter program, "This Prisoner Barabbas"; also a series of provocative discussion programs in June and July and in September — "The Rainy Season," a four-part dramatic series on the problems of retirement. The three-faith series is offered by the NBC-TV network at 1:30 - 2:00 P.M. Sundays. It has an estimated audience, according to the network, of two and a half million.

The major problem, of course, has been to know what kind of programming will be most effective. In this regard, *Frontiers of Faith* has been highly experimental, with strong emphasis on drama. In 1959 — with a supporting committee, an NCC producer of its own and a more adequate budget — the program is expected to improve considerably on its 1958 record.

The 1959 budget has been set at an all-time high of \$75,000 for 24 NCC programs (February, March, April, June, July, September). This allows more money for scripts, for "name" actors and for publicity and promotion. NBC, which adds to this an average of \$7,500 per week, plus the time on 122 TV stations, is also making available more time in 1959 for rehearsal....

When all is said and done, however, "the proof of the pudding is in the eating." The "success" of this or any other church-sponsored TV program is dependent to a large extent on local word-of-mouth advertising and on what churches are prepared to do locally to involve their members in promotion and follow up.

▲ "THE POWER OF THE RESURRECTION"

A brand new, hour-long film has been created especially for television this coming Easter season. Titled "The Power of the Resurrection," this new interpretation of the Easter story is the product of more than two years of work in committee and six months in preparation and production.

The screenplay was written by Henry Denker, whose *Time Limit* was a success on both Broadway and in the movies, and who authored *The Greatest Story Ever Told* for many years on the radio. Richard Kiley plays the starring role of Peter in the new play and turns in a powerful performance both as the young Peter who denies Christ and the old Peter who leads the Disciples through many years of hardship and preaching.

The Power of the Resurrection was produced by Family Films in Hollywood under the joint aegis of Henry Denker and Sam Hersh. Alex Ferguson, BFC director of films, was on the set representing this office in the making of the picture.

* * * *

▲ NEW STATION FOR EAST MOLINE

The Federal Communications Commission has granted a construction permit to the Moody Bible Institute of Chicago for a new standard broadcasting station to be operated at East Moline (Illinois), 150 miles west of Chicago, with a power of 1,000 watts. The station will operate on the wavelength of 960 kilocycles and will cover a wide area in western Illinois and eastern Iowa.

Religious News Service

▲ SYLVANIA AWARD FOR ETV

A National Education Television series — *Decision: The Constitution in Action* — won a Sylvania Award as an outstanding non-commercial education program. KQED (San Francisco) also received a Sylvania Award for *The Criminal Man*, cited as the best local non-commercial TV program.

Decision dramatically re-enacts historic Supreme Court cases which have involved questions of constitutional interpretation. The seven-program series was written and produced for the Educational Television and Radio Center by Eric Barnouw of the Columbia University Center for Mass Communications. The programs currently are being aired over the nation's ETV outlets.

N.E.T.

▲ CHURCH MUSIC PRESENTED IN NEW YORK

A half-hour, live telecast featuring a variety of forms of church music was presented by The Protestant Council of New York City at 1:30 P.M., March 7, on WCBS-TV, Channel 2. Outstanding performers, such as Jerome Hines, made appearances, as did church choirs, including the boys choir of St. Paul's Episcopal Church, Brooklyn. Host for the half-hour program was Dr. Ormond Drake, moderator of CBS-TV's *The Way To Go*, and Town Hall director.

Protestant Church Life

The Christian Broadcaster

A Protestant religious newscaster selected as the top religious news story of 1958 the death of Pope Pius XII and the election and coronation of Pope John XXIII. Richard T. Sutcliffe, associate director of the Department of Press, Radio and Television of the United Lutheran Church in America, announced his choice in the

TOP RELIGIOUS STORIES OF 1958

department's weekly transcribed radio program, *Church World News*, of which he is producer-commentator. Mr. Sutcliffe's "ten top religious news stories of the year" included in order:

Demand by Protestants and other Americans United for Separation of Church and State that all Roman Catholic candidates for the U.S. presidency and vice-presidency make public stands on issues involving their religious philosophies....Gradual emergence in the South of the "Christian moderate" in the continuing struggle over racial integration of U.S. public schools....Conviction (but subsequent acquittal) of Italian Bishop Pietro Fior-delli of Prato on charges of defamation of character of a Florence couple not married in the Roman Catholic Church.

Fight over policy prohibiting dissemination of birth control information to patients in New York City hospitals....Nomination and elevation of 23 new Princes of the Catholic Church and enlargement of the Sacred College of Cardinals....Public debate precipitated when the Fifth World Order Study Conference at Cleveland (Ohio) urged steps toward U.S. recognition of Communist China....Temperate discussion of religious affiliations of political candidates in November U.S. elections.

A report of the Protestant Episcopal Church's 59th triennial General Convention at Miami Beach (Florida), in which moderate social drinking was declared not contrary to Christian principles....Merger of the United Presbyterian Church of North America with the Presbyterian Church in the U.S.A. to form the United Presbyterian Church U.S.A.

* * * *

Commenting on his top choice Mr. Sutcliffe said, "Certainly no change in the papacy has ever drawn the attention of so many eyes and ears. Through the miracle of wire services, radio networks and telecasts, most of the world's 480 million Roman Catholics had front row seats in St. Peter's Square for their *Story of the Decade*.

"Starting with the medical bulletins of the dying Pope's condition, continuing through the vivid, yet sometimes premature, puff-by-puff accounts of the Sistine Chapel smoke signals, and on into the descriptions of the actual coronation ceremony — the story maintained fever pitch interest for a good three weeks."

In 1957, the Protestant newscaster selected as the top religious story Evangelist Billy Graham's New York City Crusade.

Religious News Service

* * * *

▲ DRAMA FREE TO RADIO STATIONS

The Search, a fifteen-minute dramatic program, available on transcriptions free to radio stations, made its bow to the ranks of Protestant broadcasting the first week in January. This series will replace the venerable *Let There Be Light* series on the same list of stations and will be available to an additional 150 stations.

Robert Young of Hollywood is host on the new series. The casts are loaded with such luminaries as Herbert Marshall, Agnes Moorehead, Dennis King, Jr., Lyle Talbot, Charlie Ruggles and Don DeFore. *The Search* was produced in Hollywood. The series deals with the application of Christian principles to problems in everyday living and covers a wide range of subjects. The program was taped originally by the radio/TV department of the Protestant Episcopal Church. It is now being distributed to 222 stations cross-country under the banner of the Broadcasting and Film Commission (NCCUSA).



the | search

... the hope that was uppermost in our minds and hearts was the sincere wish that predominates in our series, that through this program we may be able to interest more people into going to church. We believe and hope that we have accomplished our aim in THE SEARCH ...

Robert Young

"Window of Friendship"

There are more than 8,000,000 short-wave radio receiving sets in Latin America, and the air around them is bombarded by a daily torrent of Communist propaganda, even from Peking, China, these days....

● North America's best counter-Communist programming is delivered through the powerful short-wave signal of *Radio Canada*, which covers Central and South America like a Hudson Bay blanket. The United States is doing nothing officially. Unofficially, it is represented by two privately owned commercial short-wave stations — long established WRUL at Boston (Massachusetts) and recently reactivated KGEI at Belmont (California).

The KGEI call letters originally stood for *General Electric International*. The station was opened in 1939, year of the "Treasure Island Fair," to promote better understanding between the peoples of the Americas. It was drafted by the Government during World War II to serve the Pacific area. Subsequently, G.E. resumed Latin American broadcasting, then closed the station in 1956.

● Two months ago it was acquired by new owners. The vice-president in charge is Marvin B. Steffins Jr., a young man who has lived many years in Latin America. Steffins operates his 50,000 international voice as the *Window of Friendship*. His goal is to inspire confidence in the station and, through it, confidence in our free enterprise system and all things pertinent to the liberty we enjoy in this hemisphere....

Steffins' future depends on the backing of American sponsors. His present depends on his small staff, headed by Jorge Escalante and Hendrik Van Dyke, in building programs on a string. Among the programs on the nightly air are the following:

● *Paladines de la Libertad* — the lives and works of great American patriots such as Simon Bolivar, Jose San Martin and Abraham Lincoln. *Los Estudiantes Contestan* — the student speaks. *Impresiones* — featuring Latin Americans from the area. *La Biblia Abierta* — Bible readings without comment. KGEI crosses no political or religious boundaries.

The station features a *Viaje Musical* program, offers a 15-minute reading each night from great books..., and broadcasts world news of special interest to Latin Americans.

From these small acorns, this *Window of Friendship* hopes to become a mighty oak spreading good will among all the Americas from Belmont by the Bay.

NOTE: The preceding article is from the column "Day and Night," by Dwight Newton — a reprint from The San Francisco Examiner of Friday, December 26, 1958. Readers of The Christian Broadcaster will remember Hendrik Van Dyke of the present KGEI staff as former general manager of Station KSEW in Sitka, Alaska.

What Is Being Said!

"New York -- A bitter attack on the work of American missionaries in Africa was recently broadcast by *Radio Moscow*. The missionaries were accused of pursuing 'egotistical aims' and of competing with foreign colleagues in attempting to sell the American way of life as superior to any other.

"The broadcast was beamed to Africa in French by the *Soviet African Service*, which in recent months has been stepping up its programming. The text was made available here by *Radio Liberation*, the voice of former Soviet citizens, which broadcasts around the clock to the Soviet Union in Russian and 17 other Soviet languages.

● "According to the anti-Communist station (*Radio Liberation*) which is based in Munich, where it monitors Soviet broadcasts, the Soviet commentary lumped the American missionaries together without any regard for separate denominations. Major objective of 'this great army,' according to the broadcast, is 'to drive the European imperialists from the African colonies and to impose U.S. domination on the latter. The missionaries also attempt 'to make the blacks respect the whites, make them servile and force them to work without grumbling,' the Soviet mouthpiece alleged.

"To inculcate these ideas into Africans, the servants of God who come from the U.S. pursue egotistical aims,' the Soviet broadcast added. 'Although the Christian religion says all men are brethren, American missionaries do not at all consider their colleagues of Britain, France, Italy and other countries as brethren. They are doing everything they can to prove that Free America is the best country in the world.'

● "They spread this story to children in radio broadcasts and films. American missionaries open schools, but not out of solicitude for the future of African youth....Missionary schools are necessary to inculcate children with the idea of U.S. superiority over other countries, and the advantage of the American way of life....

"The main idea running through all U.S. propaganda in Africa is the following: Africa must remain in the orbit of the famous 'free world' and only the U.S. can keep it in this orbit. The conclusion to be drawn from all this is easy — the U.S. must replace former colonialist powers. The Africans have a different opinion; they do not want any colonial regime under any banner whatsoever."

NOTE: The above release was sent by Radio Liberation for publication in Foreign Mission Radio. We reprint it, agreeing fully with FMR that an honest informing of the citizens of the Soviet Union regarding the free world and an equally honest informing of the citizens of the free world concerning the Soviet Union are essential to understanding among nations. We consider the above Radio Moscow distortions of fact alarming. (Ed.)



Dr. Ray Knudsen — And The CHALLENGE of A "CHURCH IN A VACUUM"

Edna M. Nielsen

Ed Ryan, chairman of broadcasting for the Synod of Iowa, following up some national publicity that had been given the Illinois Synod chairman, was in Springfield (Illinois) for a two-hour conference with the latter. He took a taxi from the Governor Hotel and stopped the driver half-way by saying: "The man I want to see does not work in a neighborhood like this?"

"Who did you want to see?" asked the driver.

"Dr. Ray Knudsen."

"You're going the right way," the driver assured him.

The taxi stopped in front of the new ninety-thousand-dollar Fellowship Building adjacent to Fifth Presbyterian Church — a *Church in a Vacuum*.

Ray Knudsen had also reacted unfavorably when first invited to consider Fifth Church by the chairman of ministerial relations of the Springfield Presbytery. After driving out to the church only once, he returned to Dr. Edward Ziegler's office and said, "I'm not interested."

THE COMMUNITY IS A CHALLENGE

The church is located in a medium-to-economy class community that inhabits an area less than half-a-mile square. Three blocks north are the Railroad Yards, one block west the Boiler Works, three blocks south "Harlem" and one block east the Jaycee Park. Upon Dr. Knudsen's decision to accept this challenge, six-hundred dollars was invested in the work of the church by National Missions of the United Presbyterian Church in the U.S.A. Now, in the seventh year of his pastorate, the church has a membership of 1,106. And of 54 officers only two live within a half-mile of the sanctuary.

Ask Ray Knudsen for the formula to such an achievement and he will give two answers: *Broadcasting* and *Visitation Evangelism*.

The broadcasting story of Fifth Presbyterian goes something like this: Dr. Knudsen had had

broad experience in religious broadcasting before his move to Springfield. As a result, he was appointed chairman of broadcasting for the Springfield Council of Churches and began a sustaining type program on Radio Station WTAX. This program, *The Churchmen's Forum*, now six years old, is aired live at 10:15 each Sunday evening, moderated by Dr. Knudsen. Over four hundred and fifty guests, representing twelve different world-nations, have been heard on *Forum*, which received an award from Ohio State University in 1955. The show consists of a three-member-panel discussing such questions as: *Should the Christian child believe in Santa Claus? — Is there a personal devil? — Is the Church challenging youth in this scientific age?*

MODERATOR "PERSONALITY" COUNTS

WCVS became interested in Dr. Knudsen shortly after *Forum* appeared, together with a straight interview-type program each Sunday morning called *The Church in Action*. A Methodist and a Presbyterian pastor were sent to a National Council Broadcasting Workshop and came back to assume the responsibility for the program while Knudsen went to television. WICS-TV wanted *The Churchmen's Forum*, but a new format was devised and called *The Forum on Religion*, which is aired at 6:30 Tuesday evenings. The station insists that Knudsen moderate the show, and once pulled the program when a substitute in leadership was made. The manager of WICS-TV, Milton D. Friedland, says: *Forum on Religion* has been one of the best discussion programs on WICS and its vast appeal to the local audience lies with Dr. Knudsen's forthrightness and his dynamic personality."

WMAY, the other radio outlet in Springfield, was not to be left out. When they approached the Springfield chairman for a program similar to *The Pastor's Study*, they were refused cooperation in such a series by both the Illinois and Springfield Councils of Churches. The verdict was, "Too dangerous a type of program for Council Sponsorship." Then the station offered Dr. Knudsen a weekly fifteen-minute show entitled *The Counselor*, which is now owned by *The Counselor Association, Inc.* This organization handles not only Dr. Knudsen's radio and television programs but also his column which



DR. KNUDSEN appears regularly on the WICS-TV "Teen-Age Rage Dance Party" to discuss everyday problems of the many young listeners.

appears in fifty-six U.S. newspapers. The pastor gains nothing financially from this work. One fourth of the profits go to the church he serves -- the remainder being divided among Protestant charities selected by the Board of Trustees.

SYMPATHETIC COUNSELING NEEDED

A survey of Dr. Knudsen's work as *The Counselor* would make a most absorbing drama. People drive as much as four-hundred-and-fifty miles for his one-hour appointments in counseling, available without fee twelve hours a week. The Mental Health Society regularly refers to him persons who can be helped through religious counseling. He once was telephoned long-distance from St. Louis by a young lady who intended to take her own life. Unable to dissuade her by phone, Dr. Knudsen contacted the police, who found her writing a suicide note and took her into custody. Next morning, he travelled to St. Louis, brought the girl back to Springfield, and placed her in the care of a psychiatrist. The young lady is now well.

Saturday afternoons, from four to five, the busy pastor is in the studio of WICS-TV for the *Teen-Age Rage Dance Party*, sponsored by Coca-Cola. Here, twelve minutes is given to an interview with the Counselor on teen-age problems. As an example: "What is your attitude about teen-agers going to night clubs?" Knudsen's answer: "If alcohol is not served, and there is proper supervision -- fine. If alcohol is served, teen-agers ought to wait until they are older."

PROGRAMS ACCEPTABLE TO ALL FAITHS

When the *Cerebral Palsy Telethon* is conducted each year, Dr. Knudsen is invited to conduct a forty-five minute service. He once suggested that this service be sponsored by a church agency, and was told: "No. We want you, Dr. Knudsen. We know that you will not betray our confidence in you and that your program will be acceptable to all faiths."

Last year, the pastor of the *Church in a Vacuum* appeared in radio and television programs that represented more than fifty-thousand-dollars

worth of broadcasting time. Now, how does Dr. Knudsen follow through in getting results from broadcasting that seldom even mentions his particular church? The answer is *Visitation Evangelism*.

FOLLOW-UP EVANGELISM PLANNED

Each person who visits any one of the three Sunday morning services at Fifth Church is invited to sign the Guest Book. Once every other month twenty men are invited to dinner ("the best dinners we serve") as guests of the church. Following dinner, the guests team up and go out on a visiting campaign. Results: One hundred and thirty-nine new members in the last year alone.

Dr. Knudsen's extremely busy schedule begins at eight in the morning and continues until one the following morning. He gives twelve hours a week to personal counseling and makes thirty-six calls each week; two afternoons a week are spent at the two hospitals and the local sanitarium; his weekly reading includes an average of four books sent to him by various publishers for review in his newspaper column and television appearances. He is called upon for outside addresses repeatedly and perhaps his largest audience was at Teacher's Institute for Cook County (Chicago) where he spoke on salary schedules as a result of his work as a member of the Citizen's Study Commission for the Springfield Board of Education.

Fifth Presbyterian has a strong youth program. The youngest group meets on Monday evenings and the "junior highs" and "juniors" on Tuesday and Friday evenings respectively. Boy Scout and Girl Scout activities are scheduled almost daily, as well as informal recreation every day after school. Last year's summer camp, conducted by the church, had an attendance of 106.

THERE IS A PLACE FOR EVERYONE

The church (and the pastor's concern for those who need help) finds its capital example in the recent employment of a clergyman in the area of music who had been deposed from the Gospel Ministry. Because they believe that forgiveness must begin in the Church, they are working together to "rehabilitate" this man. "Perhaps he should not enter the pastoral function again," says Dr. Knudsen, "but the denomination has a great investment in the life of this man, and there are areas where he can be used most effectively. His ability should be preserved for our Church (United Presbyterian) rather than giving him to one of the lesser denominations or sects that would welcome him with open arms."

So the *Church in a Vacuum* reaches out, declaring to the church-at-large that every church, regardless of location, can be an effective instrument to man's redemption. This does not mean that there are no problems. The financial problem is one of the greatest. But, with limited resources, effective programming can be maintained as the Church reaches out to bring Jesus Christ to all people.

* * * *

"A powerful faith gives strength for a challenging job. Worship each week at your House of God."

Program Materials

WHAT?

WHERE?

THE BROADCASTING AND FILM COMMISSION
NCCUSA
220 Fifth Avenue
New York 1, New York

1. If you've seen and liked some of the outstanding programs in the *Frontiers of Faith* series on NBC, Sundays (1:30 - 2:00 PM ET) and wished you could see them again or show them to a group, then write to us right away, because now it can be done.

Kinescopes are available on most of the NBC programs for the past four years. A list and description of what is available is yours for the asking. Then order what you want for the dates you want and the kinescopes will be sent to you post-paid. Requests have been so heavy for these that we've had to put on a \$5.00 service charge which should accompany your request.

Kinescopes cannot be broadcast again, nor can they be shown where admission is charged for viewing. They are strictly for educational use and discussion-starting, but they have served very effectively in this way. If your programming needs a new idea, this may be it. There are dramas, discussions, musicals. We hope this service will be helpful and that it will be used. *Warning:* There are limited copies of each subject, so better give us alternative titles.

* * * *

2. Those who have enjoyed *So Will We Sing* Volume I will be happy to hear of the advent of Volume II. There are three records in the album. The first presents the great music of Advent, Christmas, Epiphany and New Year. The second brings the music of Lent, Palm Sunday, Easter, Pentecost and the Ascension. The third record is concerned with the music of our national days, Thanksgiving, Home and Mission. The *Madrival Singers* of Chapman College, Orange (California), under the direction of James McKelvey, are featured in all the offerings from Advent through Lent. The *Reformation Singers* of the Lutheran Church of the Reformation, Washington, D. C., under the direction of Jule Zabawa, present all the rest.

Price: \$10.00
Single Record: \$3.95

NEW RECORDINGS OF ORIENTAL MUSIC

Two new recordings of oriental music have been prepared under the auspices of the International Music Council. They include an album of *Japanese Court Music* and an album of *Iranian Music*, both of which are to be issued by Ducretet-Thomson, Paris. Under consideration are records of the music of Laos and Cambodia, collected by Alain Danielou. Previous recordings of oriental music published under IMC auspices include *The Anthology of the Classical Music of India*, which is available on three 12" (30 cm) records (Ducretet-Thomson, Paris). They are obtainable in Germany through *Telefunken*, in Great Britain and the British Commonwealth through *Decca*, and in the United States under the *London-Ducretet-Thomson* label.

UNESCO Release

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RADIO STATION KFUG St. Louis, Missouri Attention: Emerson Russell

A new album of well-known Easter hymns and other church favorites for home use has been announced by Radio Station KFUG. The new long-play record, performed by the *St. Louis Concert Chorale*, includes such Easter hymns as: *Christ the Lord Is Risen Today* — Alleluia; *Who Is This That Comes from Edom; He's Risen, He's Risen, Christ Jesus, the Lord; Morning Breaks Upon the Tomb; Come, Ye Faithful, Raise the Strain; Ye Sons and Daughters of the King; I Know That My Redeemer Lives; Jesus Christ Is Risen Today.*

Also included in the high-fidelity recording are a number of other church favorites such as: *Savior, Thy Dying Love; From Greenland's Icy Mountains; Abide with Me; Onward, Christian Soldiers; Hark! The Voice of Jesus Crying; The Lord's My Shepherd; Stand Up! Stand up for Jesus; In the Cross of Christ I Glory; The Church's One Foundation.*

The record is designed for use in connection with outdoor services and radio devotional programs.

Making Plans for the Summer?

Remember

**THE PROTESTANT RADIO AND TELEVISION
CENTER, INC.**

1727 Clifton Road, N.E.
Atlanta 6, Georgia

From the audio studios of the Protestant Radio and TV Center come three complete libraries of worshipful sacred music. Aids to worship, anthems, seasonal selections and favorite hymns of the church are especially designed and recorded for devotional radio programs or church services.

Recorded on 12" Vinyl discs at 33 1/3 RPM, hymns are separated by a spiral groove. Available also are deluxe albums of levant grain with 13 pockets fashioned to hold a complete library of more than a hundred selections. Libraries available are: 1. Pipe Organ and Male Quartet; 2. Pipe Organ and Choir; 3. Pipe Organ Selections.

* * * *

**AUDIO-VISUAL COMMISSION ON
PUBLIC INFORMATION**

Room 2230
250 West 57th Street
New York 19, N. Y.

A-Von the Air was prepared by Harold E. Hill, associate director, National Association of Educational Broadcasters. Authorities highly praise this booklet for the suggestions it gives to school people who wish to use commercial broadcasting facilities for instructional purposes or for presenting information about the schools.

Quantity Prices, per hundred: \$20.00
Per Copy: Twenty-five Cents

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ISRAEL OFFICE OF INFORMATION

11 East 70th Street
New York 21, N. Y.

"VISITING A BAPTIST FAMILY IN ISRAEL" -- Rev. Lindsay, an American Baptist missionary, his wife and three children, have been living and working in Israel for the past several years. This fourteen-minute radio program presents the Lindsays "at home" -- their recreation, social life and religious activities.

"METHODIST MINISTERS VISIT THE HOLY LAND" -- Recently a group of American ministers toured the whole of Israel, and on this fourteen-minute radio documentary they give their firsthand impressions of places and people.

"QUAKERS AT TURAN VILLAGE" -- In the Arab village of Turan, three American Friends live and work with the inhabitants in an effort to develop higher cultural and spiritual values. On this fourteen-minute radio program an intimate portrait emerges of life in Turan Village.

THE CHRISTIAN BROADCASTER:

Welcomes contributed articles and news items pertinent to the field of religious broadcasting and telecasting but does not commit itself to their publication or to their return.

Places responsibility for the contents of signed papers and for the accuracy of news items and other factual information upon the authors and the contributors thereof. Editorial selection of material is strictly objective and implies no personal preference or evaluation.

Asks readers, when reprinting or referring to articles published in *The Christian Broadcaster*, to mention the origin of the article as well as the name of the author.

THE REV. CHARLES BRACKBILL, JR.
Radio/Television Director
New Jersey Council of Churches
110 South Munn Avenue
East Orange, New Jersey

CANTARES DE MI TIERRA -- Spanish-speaking radio series for Home Missions broadcasting, originally beamed at Spanish migrant workers in New Jersey over Station WSNJ, Bridgeton. Produced by the New Jersey State Council of Churches.....

Fifty-four fifteen-minute radio programs available on tape. Featuring devotional talks and human interest interviews with camp workers. Spanish hymns, with special popular music opening designed to attract and hold the attention.

The devotional talks were delivered by ministers from Puerto Rico, Cuba, Dominican Republic, migrant camp chaplains and others ministering in the New York area. Announcer Marcos Garcia is a veteran broadcaster from Phoenix (Arizona) who also worked at radio stations in Mexico City and Los Angeles.

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BERKELEY DIVINITY SCHOOL
New Haven 11, Connecticut

The following Episcopal Services are recorded on a disc produced and distributed by Berkeley Divinity School, New Haven (Connecticut): *Morning Prayer, Holy Communion, Evening Prayer and Litany* -- consisting of music, reading of lessons and the services.

Price: \$3.85

International Radio/TV Workshop

June 15-26

Indianapolis, Indiana